Exhibit A19-4

.Music™
Trusted. Safe. Licensed.

Enhanced Safeguards to Protect IP.
Monies Flow to the Music Community.
Governed by the Global Music Community.
Available to the Entire Global Music Community.

August 12, 2015

Re: Over 100 new Support Letters for DotMusic's .MUSIC Community-Based Application (Application ID 1-1115-14110)

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

Please accept the attached, over 100 new Letters of Support for DotMusic Limited and its .MUSIC community-based application with ID 1-1115-14110. [1]

We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation ("CPE") process.

As per the ICANN CPE FAQ,[2] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Constantinos Roussos
Founder
DotMusic Limited
.MUSIC (DotMusic)

Website: http://www.music.us
Email: Contact Information Redacted

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[12] http://music.us/board/
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[16] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Steven Corn

Contact Information Redacted Aug 8 '15 ip: 172.249.63.52

Name: Steven Corn

Title: CEO

Organisation: BFM Digital

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

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Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Stuart Johnston Contact Information Redacted Aug 10 '15 ip: 184.148.71.151

Name: Stuart Johnston

Title: President

Organisation: Canadian Independent Music Association

Future of Music Coalition
2217 14th St. NW · Second Floor · Washington, DC 20009 · 202.822.2051

August 11, 2015

Dr. Steve Crocker, Chairman of the ICANN Board;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Our music organization, Future of Music Coalition ("FMC"),[2] is a non-for profit organization *mainly* dedicated to the music community with fifteen years of documented activities and events.[3] FMC supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

FMC's Mission is "supporting a **musical ecosystem where artists flourish and are compensated fairly and transparently for their work**. FMC works with musicians, composers and industry stakeholders to **identify solutions** to shared challenges. We promote strategies, policies, technologies and educational initiatives that **always put artists first** while recognizing the role music fans play in shaping the future. FMC works to ensure that diversity, equality and creativity drives artist engagement with the global music community, and that these values are reflected in laws, licenses, and policies that govern any industry that uses music as raw material for its business."[4]

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of

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[2] http://futureofmusic.org and
[3] http://futureofmusic.org/issues/campaigns and http://futureofmusic.org/events
[4] http://futureofmusic.org/mission

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

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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Casey Rae
CEO
Future of Music Coalition
futureofmusic.org
August 11, 2015

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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Respectfully submitted,

Signature: Mark Steiner Contact Information Redacted Aug 11 '15 ip: 173.23.247.189

Name: Mark Steiner

Title: CEO

Organisation: GigSalad.com

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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Respectfully submitted,

Signature: Contact Information Redacted Aug 8 '15 ip: 72.226.76.28

Name: Bruce Arnold

Title: President

Organisation: Muse-eek.com

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted , Aug 8 '15 ip: 162.238.61.47

Name: Ritch Esra

Title: CEO

Organisation: Music Business Registry

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted , Aug 11 '15 ip: 216.31.132.182

Name: Eric Bettelli

Title: Publisher

Organisation: Music Connection, INC.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 11 '15 ip: 72.38.151.238

Name: Jim Norris

Title: President

Organisation: Norris-Whitney Communications Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 10 '15 ip: 108.30.36.226

Name: Benji Rogers

Title: President & Founder

Organisation: PledgeMusic

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 11 '15 ip: 174.118.17.42

Name: Andrew Salmon

Title: Marketing Manager

Organisation: Toronto Rave Community

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Akram Attallah, ICANN President of Generic Domains Division;
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8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Jerry papousek Contact Information Redacted Aug 12 '15 ip: 76.65.45.86

Name: Jerry papousek

Title: None

Organisation: None

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: RL Hayes Contact Information Redacted Aug 12 '15 ip: 23.123.102.246

Name: Ricky L Hayes

Title: President

Organisation: Vintage Sound Amps, Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 24.230.252.221

Name: Pierre Beaupre

Title: owner

Organisation: LE Groupe A1

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Paula J. Telesco

Contact Information Reda Aug 12 '15 ip: 24.147.196.220

Name: Paula J. Telesco

Title: Associate Professor of Music

Organisation: UMass Lowell

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Darrell Spilchuk Contact Information Redacted Aug 12 '15 ip: 199.167.153.172

Name: Darrell Spilchuk

Title: Owner

Organisation: Daredevil Entertainment International

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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Respectfully submitted,

Signature: Contact Information Redacted , Aug 12 '15 ip: 173.12.144.46

Name: gary woodroffe

Title: president

Organisation: RegenesisRadio

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Respectfully submitted,

Signature: Contact Information Redacted , Aug 12 '15 ip: 172.86.244.244

Name: John 'Beetle' Bailey

Title: Recording Engineer / Producer

Organisation: The Drive Shed - Recording Studios

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Dan Wiseman Contact Information Redacted Aug 12 '15 ip: 63.138.88.50

Name: Dan Wiseman

Title: Director of Marketing

Organisation: Avedis Zildjian Company

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 205.250.47.162

Name: Gary Jones

Title: Owner

Organisation: Spiritus Mundi

Dr. Steve Crocker, Chairman of the ICANN Board;
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Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Howie Moore Contact Information Redacted Aug 12 '15 ip: 192.235.253.16

Name: Howie Moore

Title: CEO

Organisation: The fulfillment House

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Respectfully submitted,

Signature: Robert Elrick

Contact Information Redact Aug 12 '15 ip: 108.82.97.139

Name: Robert Elrick

Title: CEO / COO

Organisation: Elrick Bass Guitars, Ltd.

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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: John Ladds

Contact Information Redacted Aug 12 '15 ip: 64.40.245.213

Name: John Ladds

Title: Musician

Organisation: None

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Don Chapman Contact Information Redacted Aug 12 '15 ip: 99.237.165.159

Name: Don Chapman

Title: Musician

Organisation: Chapman Family Band

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 174.117.27.236

Name: Robert Craig Peeling

Title: Leader

Organisation: Peeler (Band)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 99.237.160.199

Name: Darryl Wood

Title: Marketing Director, Artist, Artist

Organisation: contrebombarde.com, darrylleewood.com, thefairestandbest.com

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 71.7.201.227

Name: Nick Tipney

Title: Prez

Organisation: Vector Instruments

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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Respectfully submitted,

Signature: Don Williams Contact Information Redacted Aug 12 '15 ip: 73.180.114.103

Name: Don Williams

Title: President

Organisation: Sonic Scores, Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Respectfully submitted,

Signature:
Contact Information Redacted Aug 12 '15 ip: 76.11.109.223

Name: David Rogosin

Title: Professor of Music, Pianist

Organisation: Mount Allison University (Sackville, NB, Canada)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Michael Robinson Contact Information Redacted Aug 12 '15 ip: 184.60.129.2

Name: Michael Robinson

Title: Vice President of Marketing

Organisation: KHS America, Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: D Davies

Contact Information Redacted Aug 12 '15 ip: 184.151.37.204

Name: Doug Davies

Title: Mr

Organisation: Retired

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Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Bill McBirnie Contact Information Redacted Aug 12 '15 ip: 198.99.31.188

Name: Bill McBirnie

Title: Proprietor

Organisation: Extreme Flute

Dr. Steve Crocker, Chairman of the ICANN Board;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 165.6.153.80

Name: Shelia Trent

Title: Phleobomist

Organisation: Fan

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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: DWOOD Contact Information Redacted Aug 12 '15 ip: 208.70.108.162

Name: Deborah Wood

Title: owner / operator

Organisation: Deborah Wood Publicity

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: CBLeighton Contact Information Redacted Aug 12 '15 ip: 70.70.198.246

Name: Cam Leighton

Title: GM

Organisation: Oxygen Audio Ltd.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: M. Raine Contact Information Redact Aug 12 '15 ip: 72.38.151.238

Name: Michael Raine

Title: Assistant Editor

Organisation: Canadian Musician magazine

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Niklas Thulin Contact Information Redacted Aug 12 '15 ip: 80.162.233.5

Name: Niklas Thulin

Title: Producer

Organisation: Contex Media

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: James D Janzen

Contact Information Redacted Aug 12 '15 ip: 108.172.123.95

Name: James Janzen

Title: Associate

Organisation: Music in World Culture

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Respectfully submitted,

Signature: Dave Goodyear

Contact Information Redacted Aug 12 '15 ip: 70.25.72.243

Name: Dave Goodyear

Title: President

Organisation: Gear Music Limited

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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Respectfully submitted,

Signature: Donna Murray Contact Information Redacted Aug 12 '15 ip: 162.157.239.43

Name: Donna Murray

Title: Music Educator

Organisation: Donna Murray Music Studio

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 98.163.5.50

Name: Bruce Houghton

Title: President

Organisation: Skyline Music, Hypebot.com, MusicThinkTank.com

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 173.183.130.158

Name: James Patmore

Title: Mister

Organisation: Ommimedia

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Harry Boyce Contact Information Redacted Aug 12 '15 ip: 70.79.254.144

Name: Harry Boyce

Title: Principal

Organisation: Harry Boyce & Associates

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Respectfully submitted,

Signature: A. King Contact Information Reda Aug 12 '15 ip: 142.68.126.88

Name: Andrew King

Title: Editor

Organisation: Norris-Whitney Communications

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 128.230.170.40

Name: steve lloyd

Title: citizen

Organisation: music creator

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Barbara Scales Contact Information Redacted Aug 12 '15 ip: 24.203.184.87

Name: Barbara Scales

Title: President

Organisation: Latitude45 Arts Promotion

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

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5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Chris Nylen Contact Information Redacted Aug 12 '15 ip: 216.36.150.176

Name: Chris Nylen

Title: Owner

Organisation: Faders Music

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 76.218.94.100

Name: Connor Shambrook

Title: Mr.

Organisation: Independent

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

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Jack Van Zandt Contact Information Redacted Aug 12 '15 ip: 75.128.53.169

Name: Jack Van Zandt

Title: President

Organisation: American Composers Forum Los Angeles

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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Respectfully submitted,

Signature: Sheilah Craven Contact Information Redacted Aug 12 '15 ip: 70.31.30.53

Name: Sheilah Craven

Title: General Manager

Organisation: The Leading Note

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 74.93.22.46

Name: Richard Lorig

Title: President & CEO RTH Media

Organisation: RTH Media

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Tracy Maddux Contact Information Redacted Aug 12 '15 ip: 67.138.101.57

Name: Tracy Maddux

Title: CEO

Organisation: CD Baby

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Edward Krout

Contact Information Redacted Aug 12 '15 ip: 97.68.104.107

Name: Edward Krout

Title: Pres.

Organisation: Phat Planet Studios

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Marc Laham

Contact Information Redacted Aug 12 '15 ip: 99.248.106.155

Name: Marc Laham

Title: Musician

Organisation: None

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 142.129.112.213

Name: XI CHEN

Title: MANAGER

Organisation: F-PEDALS

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 180.129.46.106

Name: Jacky Tan

Title: Mr

Organisation: Jacky Tan Piano Technician

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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Respectfully submitted,

Signature: Darlene Doblee

Contact Information Redacted Aug 12 '15 ip: 24.77.6.219

Name: Darlene Doblee

Title: Retired

Organisation: Dobranski

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 70.109.42.128

Name: Erin "Syd" Sidney

Title: Producer

Organisation: the co-op

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 68.148.30.209

Name: Dale Chapman

Title: Music Teacher

Organisation: Edmonton Catholic Schools

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 50.1.118.57

Name: Michael Baker

Title: Owner/Operator

Organisation: Radio Nowhere

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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Respectfully submitted,

Signature: Brian K. LaRue

Contact Information Redacted , Aug 12 '15 ip: 184.3.255.2

Name: Brian LaRue

Title: Director of US Operations

Organisation: Dream Cymbals and Gongs

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Andrew Rodriguez Contact Information Redacted Aug 12 '15 ip: 69.127.180.62

Name: Andrew Rodriguez

Title: Principal

Organisation: Are You Hip To This?

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Ken Umezaki Contact Information Redacted Aug 12 '15 ip: 24.44.125.21

Name: Ken Umezaki

Title: President

Organisation: Digital Daruma

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 86.2.16.157

Name: Jeff Myers

Title: Mr

Organisation: Jeff Jinx at MYERTOONS

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Contact Information Redact Aug 12 '15 ip: 74.71.40.151

Name: Molly Neuman

Title: Acting President

Organisation: A2IM

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: William Buckley Jr. Contact Information Redacted Aug 12 '15 ip: 73.46.45.177

Name: William Buckley, Jr.

Title: Founder / Pfresident

Organisation: FarePlay, Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 206.176.252.212

Name: Leah Murphy

Title: Director of Marketing

Organisation: Ace Products Group

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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Respectfully submitted,

Signature: Lmmsimango Contact Information Redacted Aug 12 '15 ip: 41.13.134.156

Name: Luvuyo Msimango

Title: Mr

Organisation: Nowadays Poetry

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 75.149.55.69

Name: Francesca Lee

Title: Producer

Organisation: Bread & Roses Presents

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted , Aug 12 '15 ip: 50.240.103.254

Name: David Grimes

Title: Marketing Manager

Organisation: DigiTrax Entertainment, LLC

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 206.71.232.66

Name: Justin Harmond

Title: Co-founder

Organisation: Reckless Abandon

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Reid Benditt Contact Information Redacted Aug 12 '15 ip: 108.16.228.36

Name: Reid Benditt

Title: Marketing Director

Organisation: Electric Factory

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Respectfully submitted,

Signature: Pietro Fornara

Contact Information Redacted Aug 12 '15 ip: 80.90.57.220

Name: Pietro Fornara

Title: Mr

Organisation: Outrank Music

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 172.56.10.72

Name: David a vogel

Title: Recording artist

Organisation: Spirit wing records

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Doug Quiring Contact Information Redacted Aug 12 '15 ip: 154.20.159.51

Name: Doug Quiring

Title: Graphic Designer

Organisation: self employed

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Brendon Grimes Contact Information Redacted Aug 12 '15 ip: 70.183.239.206

Name: Brendon Grimes

Title: Owner

Organisation: TSC Productions

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Respectfully submitted,

Signature: Thomas Lenz

Contact Information Redacted Aug 12 '15 ip: 80.134.102.72

Name: Thomas Lenz

Title: Owner

Organisation: Trend-over-IP Management Consulting

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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 162.245.244.30

Name: Jeremy Behn

Title: Owner/operator

Organisation: Mountain Fruit Folklore Centre

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 70.64.213.198

Name: maurice richard libby

Title: leader

Organisation: Whiteboy Slim Blues Band

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Tiki Mercury-Clarke Contact Information Redacted Aug 12 '15 ip: 173.206.153.13

Name: Tiki Mercury-Clarke

Title: Owner-Operator

Organisation: Tiki Mercury-Clarke/tikimercuryclarke.com

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: jon dunn

Contact Information Redacted Aug 12 '15 ip: 75.145.72.161

Name: Jon Dunn

Title: Musician, Composer, Arranger

Organisation: Self

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 174.5.5.231

Name: Bruce Hansen

Title: President

Organisation: Nelson-Superior Consultants Ltd.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 74.62.239.250

Name: Courtney Rago

Title: -

Organisation: -

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 213.89.217.210

Name: melanie martinsson

Title: record company

Organisation: wormfood recs

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Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 71.100.245.93

Name: Marshall Dickson

Title: Owner

Organisation: 24 Hour Distribution

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Jan Van Gold

Contact Information Redacted Aug 12 '15 ip: 72.45.71.14

Name: Jan Van Gold

Title: musician/composer

Organisation: The Jan Van Gold Band

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Maureen E. Smith Contact Information Redacted Aug 12 '15 ip: 104.204.15.21

Name: Maureen Smith

Title: Pianist/Vocalist, Recording Artist, Songwriter

Organisation: White Eagle Records Ltd.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 70.70.147.175

Name: Dave Firby

Title: Owner

Organisation: The Firby Marketing Group

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 64.136.138.92

Name: Alejandro Carrasco

Title: CEO

Organisation: Dream Tuner

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: A. Forbes Contact Information Redacted Aug 12 '15 ip: 172.56.1.192

Name: Alex Forbes

Title: Producer

Organisation: Ravage Records

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Reda Aug 12 '15 ip: 72.38.151.238

Name: Maureen Jack

Title: Consumer Services Director

Organisation: Music Books Plus

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Gian Verster

Contact Information Redacted Aug 12 '15 ip: 162.156.27.251

Name: Gian Verster

Title: CEO

Organisation: Wasted Mass

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

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8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: B.W.McVicker

Contact Information Redacted , Aug 12 '15 ip: 208.114.153.92

Name: Barry McVicker

Title: owner

Organisation: Cedar Valley Studios

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 209.183.129.211

Name: Rich Gowman

Title: Band Leader, musician, technician

Organisation: The Outlandos (music), Amplifiers Plus (professional)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Cat Cou

Contact Information Redacted Aug 12 '15 ip: 142.240.254.1

Name: Cat Cou

Title: Dir

Organisation: Canadian Musician

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Erick Greene Contact Information Redacted Aug 12 '15 ip: 68.11.26.239

Name: Erick Greene

Title: Marketing Manager / Musician

Organisation: CHO the band

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 70.70.220.108

Name: David Sabourin

Title: President

Organisation: Tapestry Music

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 216.121.168.191

Name: Andrew Braun

Title: Ownee

Organisation: Braun Audio

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: DS Contact Information Redacted Aug 12 '15 ip: 76.66.90.38

Name: Dimitrios Seymour

Title: President

Organisation: DMG

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 97.75.114.66

Name: Anna Smith

Title: Content Manager

Organisation: Nationwide Disc

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Dick Huey Contact Information Redacted Aug 12 '15 ip: 69.118.117.230

Name: Dick Huey

Title: Founder

Organisation: Toolshed Inc.

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 50.207.213.198

Name: Anthony De La Rosa

Title: Sales and Marketing Director

Organisation: Samick Music

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 76.102.219.246

Name: Frank Colin

Title: CEO

Organisation: Gulture Enterprises

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

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

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Judy Klein

Contact Information Redacted Aug 12 '15 ip: 75.95.29.235

Name: Judy Klein

Title: Principal

Organisation: True3Media

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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Respectfully submitted,

Signature: Rick Maltese Contact Information Redacted Aug 12 '15 ip: 99.234.86.87

Name: Rick Maltese

Title: musician

Organisation: http://leadsheetz.com

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Respectfully submitted,

Signature: Allen Bell Contact Information Redacted Aug 12 '15 ip: 199.85.73.12

Name: Allen Bell

Title: Mr.

Organisation: 98.3 Breeze F-M

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Akram Attallah, ICANN President of Generic Domains Division;
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Shachar Oren Contact Information Redacted Aug 12 '15 ip: 166.171.187.53

Name: Shachar Oren

Title: President & CEO

Organisation: Neurotic Media

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[9] The public comment window has been open since 13 June 2012 for over 3 years. If there was any opposition of reasoned nature then any relevant music organization would have already voiced such concerns.
[10] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[12] http://music.us/board/
[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[16] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Mark Trout Contact Information Redacted Aug 12 '15 ip: 173.198.126.174

Name: Mark Trout

Title: Owner/Manager

Organisation: New FIsh Music

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

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Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[9] The public comment window has been open since 13 June 2012 for over 3 years. If there was any opposition of reasoned nature then any relevant music organization would have already voiced such concerns.
[10] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[12] http://music.us/board/
[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[16] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: LEPINGO Contact Information Redacted Aug 12 '15 ip: 184.94.46.67

Name: Lepingo

Title: CMO

Organisation: WWW.WEMEI.TV

September 2, 2015

Re: Over 30 new Support Letters for DotMusic's .MUSIC Community-Based Application (Application ID 1-1115-14110)

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

Please accept the attached, over 30 new Letters of Support for DotMusic Limited and its .MUSIC community-based application with ID 1-1115-14110.[1]

We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation ("CPE") process.

As per the ICANN CPE FAQ,[2] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
Contact Information Redacted

Website: http:/www.music.us
Email: Contact Information Redacted
Supporting Organizations: http://www.music.us/supporters
Multi-Stakeholder Governance Board: http://www.music.us/board

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted , Aug 19 '15 ip: 68.36.127.212

Name: Frederick Isaac

Title: Musician

Organization: Musican

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[14]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[15] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from negligible entities that not publicly recognized as relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[16] ISRC,[17] ISWC,[18] ISNI[19]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[20] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[21] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[22]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[23]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 3 in 4 or 75% of the respondents) responded "Yes."[24] In

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[16] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[17] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[18] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[19] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[20] http://music.us/expert/letters

[21] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[22] http://music.us/expert/letters

[23] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[24] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

conclusion, the general public in majority agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music" [25]) matches the string, is representative and accurate;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[26]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[27] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[28]

Fielding Period: August 7-11, 2015, Pg. 1,2,3

[25] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[26] http://music.us/board/

[27] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase, and helps spur Industry adoption. This process provides increased relevancy in .MUSIC names while also preventing cybersquatting of famous music brand names that could create user confusion. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names in the MCMO phase. As such, social benefits will significantly exceed social costs.

[28] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

13. will provide innovative services, including (i) providing exposure to Community members through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

14. is accountable to the global Music Community through its Public Interest Commitments[29] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: nathan guyre Contact Information Redacted Aug 18 '15 ip: 67.0.16.78

Name: Nathan Guyre

Title: musician

Organization: musician

[29] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Leslie Doukas Contact Information Redacted Aug 19 '15 ip: 75.140.33.158

Name: Leslie Doukas

Title: Ms.

Organization: Journeys with Thor

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 19 '15 ip: 63.158.217.3

Name: John Foval

Title: Bassist from Lucy and the Gamblers

Organization: Lucy and the Gamblers

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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[8] http://music.us/events
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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted , Aug 19 '15 ip: 69.158.62.41

Name: Chinua Ofulue

Title: Mr.

Organization: N/A

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[9] The public comment window has been open since 13 June 2012 for over 3 years. If there was any opposition of reasoned nature then any relevant music organization would have already voiced such concerns.
[10] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[12] http://music.us/board/
[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[16] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Brenda Bottomley Contact Information Redacted Aug 16 '15 ip: 173.32.48.210

Name: Brenda Bottomley

Title: Owner/Manager

Organisation: Tulpa Records

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Daniel E. Smith Jr. Contact Information Redacted Aug 18 '15 ip: 75.97.137.14

Name: Daniel E. Smith Jr.

Title: Artist

Organization: Last Name First Music

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Todd Laskowicz Contact Information Redacted Aug 20 '15 ip: 172.0.249.53

Name: todd laskowicz

Title: musician

Organization: Sonic Radiation

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
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in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

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[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Todd Laskowicz Contact Information Redacted Aug 20 '15 ip: 172.0.249.53

Name: todd laskowicz

Title: musician

Organization: Sonic Radiation

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[9] The public comment window has been open since 13 June 2012 for over 3 years. If there was any opposition of reasoned nature then any relevant music organization would have already voiced such concerns.
[10] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[12] http://music.us/board/
[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[16] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Shere Kaan

Contact Information Redacted Aug 12 '15 ip: 207.38.43.28

Name: Shere Kaan

Title: Musician

Organisation: Electric Nimbus

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Ngoya Vice Contact Information Redacted Aug 21 '15 ip: 98.252.240.71

Name: Ngoya Vice

Title: Owner

Organization: Gardenbred Entertainment

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Marie Martine Bédard

Contact Information Redacted Aug 21 '15 ip: 173.178.249.6

Name: Marie Martine Bédard

Title: Independent Music Professional

Organization: Verte Folium inc.

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

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7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

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[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted , Aug 21 '15 ip: 198.102.159.208

Name: Noah Copeland

Title: Mr.

Organization: Self

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 21 '15 ip: 50.198.139.201

Name: Roland Laplante

Title: CMO

Organization: Afilias plc

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

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[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

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7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

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[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Steve Cochrane Contact Information Redacted Aug 21 '15 ip: 173.206.151.163

Name: Steve Cochrane

Title: Music Artist

Organization: Spirit Compass Music

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 22 '15 ip: 68.174.177.232

Name: Francisco Rivera

Title: mr

Organization: none

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

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[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

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in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Joshua Koby Contact Information Redacted Aug 23 '15 ip: 24.85.78.162

Name: Joshua Koby

Title: Mr

Organization: Quantum

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

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15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Michael J Warren Contact Information Redacted Aug 23 '15 ip: 131.113.186.2

Name: Michael Jason Warren

Title: Co-Founder

Organization: Gonohe Music Festival

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

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7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

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[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

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[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 21 '15 ip: 70.189.142.239

Name: Lucan Wolf

Title: Musician

Organization: Lucan Wolf Productions

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Duncan Parsons

Signature: Contact Information Redacted Aug 23 '15 ip: 2.102.36.3

Name: Duncan Parsons

Title: Mr

Organization: RoughDraftAudio

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

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in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Chris Stone Contact Information Redacted Aug 25 '15 ip: 68.103.18.147

Name: Chris Stone

Title: Music Producer / Artist

Organization: Member of BMI

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 25 '15 ip: 71.102.98.21

Name: CJ Marsicano

Title: founder/songwriter

Organization: TGML Entertainment

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Florian Harres Contact Information Redacted Aug 25 '15 ip: 2.241.69.196

Name: Florian Harres

Title: Mr.

Organization: Phace Music

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 25 '15 ip: 12.169.71.4

Name: Michael Butler

Title: Exective Director

Organization: I Love Music Tour, Inc

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

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[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

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[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: George Pappas Contact Information Redacted Aug 27 '15 ip: 120.147.233.24

Name: George Pappas

Title: Musician

Organization: Alien Skin

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Kamal A. Sharif Contact Information Redacted Aug 28 '15 ip: 204.94.39.142

Name: Kamal Sharif

Title: Senior Vice President

Organization: Kamdre Entertainment

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

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7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Ronald Ratliff Jr. Contact Information Redacted Aug 29 '15 ip: 71.12.10.233

Name: Ronald Ratliff Jr

Title: Band Manager

Organization: GovernmentCheez Media

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Respectfully submitted,

Signature: John Spengler Contact Information Redacted Aug 29 '15 ip: 76.251.32.53

Name: John Spengler

Title: Artist

Organization: John Ward

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

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[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 29 '15 ip: 108.231.218.193

Name: David Church

Title: Individual

Organization: Global community

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

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[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Respectfully submitted,

Signature: 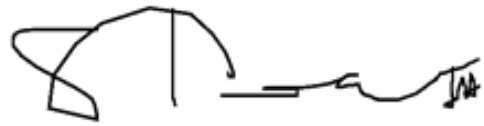
Contact Information Redacted Aug 31 '15 ip: 108.82.162.148

Name: Jeremiah Houston

Title: Mr. Slim Tailor

Organization: Tailor Music

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

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[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
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the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Sep 1 '15 ip: 24.199.50.98

Name: Maurice Lemons

Title: Manager/Marketing

Organization: Houlem Music at Houlem LLC

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

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in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

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7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

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[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

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[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Doris Williams Contact Information Redacted Sep 1 '15 ip: 50.108.75.41

Name: Doris Williams

Title: Singer, Musician

Organization: Lady Doris

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Guillaume Déziel Contact Information Redacted , Sep 1 '15 ip: 184.161.42.166

Name: Guillaume Déziel

Title: Music Development Strategist

Organization: Guillaume Déziel International

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

September 16, 2015

Re: Over 100 new Support Letters for DotMusic's .MUSIC Community-Based Application (Application ID 1-1115-14110)

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

Please accept the attached, over 100 new Letters of Support for DotMusic Limited and its .MUSIC multi-stakeholder, community-based application with ID 1-1115-14110.[1]

We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation ("CPE") process.

As per the ICANN CPE FAQ,[2] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
Contact Information Redacted

Website: http:/www.music.us
Email: Contact Information Redacted
Supporting Organizations: http://www.music.us/supporters
Multi-Stakeholder Governance Board: http://www.music.us/board

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Mitch Rice

Signature: Contact Information Redacted Sep 8 '15 ip: 130.182.30.211

Name: Mitch Rice

Title: President

Organization*: The Rhythmyth

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 8 '15 ip: 70.173.89.73

Name: Mark De Julio

Title: Mark De Julio/De Julio X 2

Organization*: Musical Entertainment Artists

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Robert Sirman Contact Information Redacted Sep 4 '15 ip: 65.95.116.154

Name: Robert Sirman

Title: Acting President and CEO

Organization: The George Cedric Metcalf Charitable Foundation

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community-based, multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[8] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[9] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA. Music community members participate in a shared system of creation, distribution and promotion of music with common norms and communal behavior i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music, including a shared legal framework

[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/events
[9] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

in a regulated sector governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments[10] with shared rules and communal regulations;[11]

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[12] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[13]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[14]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[15]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[16] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification

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[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

[12] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.

[13] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6

[14] http://music.us/comparison.pdf

[15] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN,[17] ISRC,[18] ISWC,[19] ISNI[20]). As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[21] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, providing compelling evidence and "conclusions that are compelling and defensible"[22] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria and thus should prevail, agreeing that the defined community is accurate and matches the applied-for string;[23]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known

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[17] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[18] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[19] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[20] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[21] http://music.us/expert/letters

[22] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[23] http://music.us/expert/letters

by most people[24]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[25] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[26]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[27]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[28] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[29]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under

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[24] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[25] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[26] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[27] http://music.us/board/

[28] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate or bad faith registrations. This phase provides better protection against abuse or impersonation, offers established community members a cost-effective alternative to the Sunrise phase (or an Early Access Program - http://domainnamewire.com/2013/11/14/some-new-tlds-will-run-early-access-programs-for-the-landrush-phase), and helps spur Industry adoption. This process provides increased relevancy for .MUSIC names while preventing cybersquatting of famous music brand names that could also create user confusion. Given DotMusic's naming policies, Community members that do not have famous music names may register their names in the subsequent phase without the fear of famous artists registering their names. Furthermore, to ensure fair allocation and competition, Community members that do not belong to MCMOs can currently join many MCMOs for free if they want to secure their names during the MCMO phase. As such, social benefits will significantly exceed social costs.

[29] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[30]

13. has partnered with Afilias,[31] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[32] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Kevin Guillory, Jr. Contact Information Redacted , Sep 5 '15 ip: 71.81.49.82

Name: Kevin Guillory, Jr.

Title: Independent musician

Organization: N/A

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[30] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[31] http://www.afilias.info/about-us

[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 6 '15 ip: 81.82.206.49

Name: Mathias Buckinx

Title: Founder

Organization*: Eastwood

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[9] The public comment window has been open since 13 June 2012 for over 3 years. If there was any opposition of reasoned nature then any relevant music organization would have already voiced such concerns.
[10] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[12] http://music.us/board/
[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[16] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: R Gosselin Contact Information Redacted Aug 13 '15 ip: 74.14.140.158

Name: Rene Gosselin

Title: Senior Technician

Organisation: Steel Communications

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Lisa Sniderman

Signature: Contact Information Redacted , Sep 8 '15 ip: 71.202.145.247

Name: Lisa Sniderman

Title: Owner, Aoede

Organization*: Aoede

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Brian L. Jarabeck

Signature: Contact Information Redact Sep 8 '15 ip: 162.247.149.253

Name: Brian L. Jarabeck

Title: Artist/Owner

Organization*: KGP

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 108.42.57.56

Name: Marisa Strange

Title: Music Lover

Organization*: .music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: JGHarney Contact Information Redacted Sep 8 '15 ip: 75.38.219.114

Name: John Gregory Harney

Title: Principal Composer, Guitarist, Publisher, Owner

Organization*: JHUnlimited L.L.C.

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 166.170.48.49

Name: Hillorie McLarty

Title: Advertising & Marketing

Organization*: Music Connection Magazine

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 172.56.19.118

Name: Winston De Jesus

Title: Composer- Arranger- Orchestrator-Producer- Pianist

Organization*: Winstondejesus Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 108.47.15.39

Name: Mark Reback

Title: Musician

Organization*: Brooklyn Pets

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Bruce Mandel

Signature: Contact Information Redacted Sep 8 '15 ip: 184.53.0.238

Name: Bruce Mandel

Title: Songwriter

Organization*: Bruce Mandel

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 70.211.136.70

Name: Joshua Lewis Cohen

Title: Musician

Organization*: Josh Lewis Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Katharina Walker

Signature: Contact Information Redacted Sep 8 '15 ip: 75.82.113.97

Name: Katharina Walker

Title: Managing Director

Organization*: King Edward Music Group

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 166.170.52.12

Name: Jessica Sonnenberg

Title: Owner

Organization*: Rain Records

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 8 '15 ip: 72.177.3.85

Name: Roger Frace

Title: Musician

Organization*: the Machine in the Garden

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Dinis Teixeira Contact Information Redacted Sep 8 '15 ip: 173.48.66.119

Name: Dinis Teixeira

Title: Singer / Composer

Organization*: Dtexboston

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Dusty Wakeman

Signature: Contact Information Redacted Sep 8 '15 ip: 66.214.244.230

Name: Dusty Wakeman

Title: President

Organization*: Mojave Audio

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 108.223.244.155

Name: Wayne De La Cruz

Title: Owner

Organization*: Wayne De La Cruz Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: John W Wallis Contact Information Redacted Sep 8 '15 ip: 74.195.145.30

Name: Johnny Wallis

Title: n/a

Organization*: n/a

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Terri Davis

Signature: Contact Information Redacted Sep 8 '15 ip: 172.56.30.236

Name: Terri Davis

Title: Singer songwriter

Organization*: IDB Productions

* If you are an artist/band enter your artist/band name

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Thomas C. Pile

Signature: Contact Information Redacted Sep 8 '15 ip: 108.41.28.96

Name: Thomas C. Pile

Title: owner

Organization*: Running Dog Music LLC

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

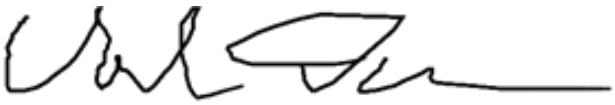

Signature: Contact Information Redacted Sep 8 '15 ip: 71.161.204.99

Name: Val Davis

Title: Owner

Organization*: Val Davis Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 8 '15 ip: 165.120.198.36

Name: Anthony wright

Title: musician

Organization*: What part of freedom

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Dhruva Aliman

Signature: Contact Information Redacted Sep 8 '15 ip: 172.91.119.10

Name: Dhruva Aliman

Title: Composer - Producer

Organization*: Dhruva Aliman

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Andy Lentz Contact Information Redacted Sep 8 '15 ip: 186.177.17.5

Name: Andy Lentz

Title: Fiddler

Organization*: Andy Lentz Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

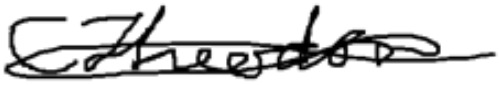

Signature: Contact Information Redacted , Sep 8 '15 ip: 98.109.31.187

Name: Chris Theodore

Title: Musician

Organization*: mrfye

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Patti Hill Contact Information Redacted Sep 8 '15 ip: 174.94.17.120

Name: Patti Hill

Title: singer/sonwriter

Organization*: Patti Hill

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Bill Brickus

Signature: Contact Information Redacted Sep 8 '15 ip: 70.192.139.39

Name: Bill Brickus

Title: Musician producer

Organization*: JAHDUB Productions

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 98.234.211.20

Name: Roger Hector

Title: CEO

Organization*: TopTrack LLC

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

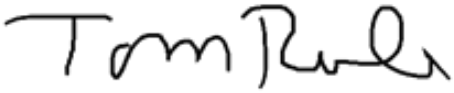

Signature: Contact Information Redacted Sep 8 '15 ip: 70.177.28.72

Name: Tom Rule

Title: The Guy

Organization*: Tom Rule

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Scot Rammer

Signature: Contact Information Redacted Sep 8 '15 ip: 98.160.228.134

Name: Scot Rammer

Title: Owner

Organization*: Scot Rammer Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

A.Novaselic

Signature: Contact Information Redacted , Sep 8 '15 ip: 68.5.246.61

Name: Ante Novaselic

Title: Mr.

Organization*: echodrift

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 8 '15 ip: 75.132.0.46

Name: Marc Garcia

Title: Professional trumpet jplayer

Organization*: Garcia Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Carl Uqdah Contact Information Redacted Sep 8 '15 ip: 99.107.145.48

Name: Carl "AMEEN" Uqdah

Title: Band Leader

Organization*: Phaze2

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 96.39.248.19

Name: Scott Sturgis

Title: Owner

Organization*: Big Break Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Andre Young Jr Contact Information Redacted Sep 8 '15 ip: 66.191.36.48

Name: Andre Young

Title: Owner

Organization*: Massaka Music Media Services

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 104.182.174.129

Name: Al-x

Title: Music Artist

Organization*: Al-x

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redact Sep 8 '15 ip: 124.171.98.145

Name: Bryn Evans

Title: Songwriter

Organization*: Bryn Evans

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Paul Bordenkircher

Signature: Contact Information Redacted Sep 8 '15 ip: 68.224.3.237

Name: Paul Bordenkircher

Title: Managing Member

Organization*: Mesa Sand Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 166.175.184.156

Name: Michael Weaver

Title: Artist

Organization*: Michael Weaver

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Mytch Meadows/Wytch Doctor

Contact Information Redacted Sep 8 '15 ip: 66.235.12.176

Signature:

Name: Mytch Meadows/Wytch Doctor

Title: Artist/Band

Organization*: BMI publishing/songwriting

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 24.205.35.197

Name: Richard Harris

Title: MR

Organization*: Richard Harris

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 71.59.151.217

Name: Toby Pollock

Title: Manager

Organization*: IMU Enterprises LLC Singer/Composer: "Ram Murti"

* If you are an artist/band enter your artist/band name

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Seth Colcord

Signature: Contact Information Redacted Sep 8 '15 ip: 70.211.128.161

Name: Seth Colcord

Title: Mr.

Organization*: Seth

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 97.113.16.42

Name: Ron Sievers

Title: Owner

Organization*: Orange Insurance

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Matt Milan Contact Information Redacted Sep 8 '15 ip: 75.82.56.202

Name: Matt Milan

Title: Composer

Organization*: Matt Milan

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 134.134.139.76

Name: Keith E. Kinerk

Title: Owner

Organization*: One Ping Only Band

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 76.7.120.189

Name: Paul McCray

Title: Bassist

Organization*: Sandy Ray and The Cold Shoulders

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 108.33.40.183

Name: Michael Pizzi

Title: Owner of Music Services, inc. & mikesolomusic.com

Organization*: Mike Solo

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 50.170.153.90

Name: Eric Shreve

Title: President

Organization*: Eerie Sound Productions

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 69.140.44.196

Name: Kevin W Jones

Title: composer

Organization*: Kevin Jones

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 71.204.99.34

Name: Brad Broadrick

Title: Owner

Organization*: Rock Solid Entertainment

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Jim Bizer Contact Information Redacted Sep 8 '15 ip: 107.4.6.251

Name: Jim Bizer

Title: President, sole proprietor and Grand Poobah

Organization*: Jim Bizer

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: m grosman Contact Information Redacted , Sep 8 '15 ip: 122.104.32.254

Name: michael grosman

Title: manager

Organization*: connect on UME

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Scratch One Contact Information Redacted Sep 8 '15 ip: 172.56.35.30

Name: Scratch One

Title: Producer|DJ|Recording & Mixing Engineer

Organization*: Scratch One

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 172.6.13.162

Name: Len K

Title: CEO

Organization*: Lauren Entertainment Group

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: kelly sheehan Contact Information Redacted Sep 8 '15 ip: 172.91.5.15

Name: kelly sheehan

Title: musician

Organization*: the healing

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Angela Montilliano

Signature: Contact Information Redacted Sep 8 '15 ip: 66.8.172.238

Name: Angela Montilliano

Title: CEO

Organization*: Triple Diamond Records

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Juan Croucier Contact Information Redact Sep 8 '15 ip: 68.99.188.155

Name: Juan Croucier

Title: Bass Player/Singer/Songwriter

Organization*: RATT

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

CRBeardwood

Signature: Contact Information Redacted Sep 8 '15 ip: 121.223.144.42

Name: Craig Beardwood

Title: Mr

Organization*: Craig Beardwood

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 24.185.45.192

Name: Randie O'Neil

Title: Songwriter

Organization*: lostbutnotbroken.com

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature:
Contact Information Redacted Sep 8 '15 ip: 99.44.160.173

Name: Charlie Faege

Title: Musician, Owner

Organization*: Tricky Dogs

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: JA Schnaars, Jr Contact Information Redacted Sep 8 '15 ip: 76.181.117.22

Name: Jasey Schnaars

Title: Singer-songwriter

Organization*: TJC

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 74.61.12.184

Name: Karmahn Standifer-Air de Cour

Title: Vocalist

Organization*: I'm a music lover

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 70.43.56.146

Name: Christopher Grundy

Title: Owner

Organization*: Hand and Soil Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Reda Sep 8 '15 ip: 104.173.1.22

Name: Larry Knight

Title: Bandleader

Organization*: Blowin' Smoke Rhythm & Blues Band

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Haynie Smith

Signature: Contact Information Redacted Sep 8 '15 ip: 107.221.0.217

Name: Haynie Smith

Title: ceo

Organization*: emerging music entertainment, llc

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 76.117.189.24

Name: Louis Watson

Title: President

Organization*: Lou Watson Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 68.224.225.191

Name: curtis davis

Title: president

Organization*: curcarlin entertainment group

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 8 '15 ip: 166.170.48.245

Name: Lucas George

Title: Manager

Organization*: Ivy League Band

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

butch barnette

Signature: Contact Information Redacted Sep 8 '15 ip: 69.23.225.221

Name: butch barnette

Title: singer/songwriter

Organization*: butch barnette

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Steve Zelman Contact Information Redacted Sep 8 '15 ip: 104.34.66.142

Name: steve zelman

Title: leader

Organization*: Floyd & the Flyboys

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

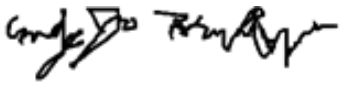

Signature: Contact Information Redacted , Sep 8 '15 ip: 172.250.63.43

Name: Cindy Jo Hinkleman

Title: Independent Buisness Owner

Organization*: Cindy Jo Hinkleman

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Corry Hanna Contact Information Redacted Sep 8 '15 ip: 172.242.240.131

Name: Corry Hanna

Title: musician

Organization*: Bird 5 Records

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 104.10.218.74

Name: Mary Bielinski

Title: Musician

Organization*: Maryb

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 63.155.126.205

Name: Rand Newiger

Title: President/Owner

Organization*: Solardrive Music and Media

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Robert C. Beland

Signature: Contact Information Redacted Sep 8 '15 ip: 23.241.24.67

Name: Robert C. Beland

Title: Songwriter, Recording Artist

Organization*: Bob Beland/Wrong Way Works

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Brian D Decker

Signature: Contact Information Redacted Sep 8 '15 ip: 24.42.187.172

Name: Brian D Decker

Title: Musician

Organization*: The Lack Thereof

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 99.21.144.252

Name: Joseph Albano

Title: CEO

Organization*: Yoga Kirtan Club

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 97.80.233.186

Name: MARK COCHRAN

Title: SELF

Organization*: MUSICAN

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 71.50.91.116

Name: Asaph Yisrael

Title: Founder & CEO

Organization*: FatEye Mucic

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 172.56.7.146

Name: Niko Jackson

Title: Artist

Organization*: Dope_Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Arthur Viloria

Signature: Contact Information Redacted , Sep 9 '15 ip: 174.25.162.89

Name: Arthur Viloria

Title: owner

Organization*: Art Viloria

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 50.183.20.238

Name: Daniel Larsen

Title: Song writer/musician/producer

Organization*: NA

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

mimi chen

Signature: Contact Information Redacted Sep 9 '15 ip: 104.172.101.177

Name: Mimi Chen

Title: Radio DJ and musician

Organization*: KSWD FM

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 173.54.57.49

Name: Robert Allen

Title: President

Organization*: Sha-La Music, Inc.

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 9 '15 ip: 99.21.144.252

Name: Jada

Title: Club Advisor

Organization*: Yoga Kirtan Club

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 74.90.156.21

Name: A. Nero

Title: Producer

Organization*: APP

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 120.148.217.94

Name: Joe Caruso

Title: Director

Organization*: The Cullen group

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Marios Papalexis

Signature: Contact Information Redacted Sep 9 '15 ip: 79.130.75.189

Name: Marios Papalexis

Title: Artist

Organization*: Marios Papalexis

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 207.38.225.193

Name: Arun Luthra

Title: Saxophonist, Konnakol Artist, Composer, Arranger

Organization*: Arun Luthra

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 86.26.142.131

Name: Neil Pickles

Title: Mr

Organization*: The Neil Anthony Collective

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 108.71.139.133

Name: John Lind

Title: Guitar, vocals

Organization*: Last Rites

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 99.171.99.129

Name: Sal Brancaccio

Title: Owner

Organization*: SoCal Music & More/Group is Blue Tuesday.

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: kilo kapanel Contact Information Redacted Sep 9 '15 ip: 172.56.6.131

Name: kilo kapanel

Title: vp/artist

Organization*: mobfioso music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Chris Sleight Contact Information Redacted Sep 9 '15 ip: 166.176.184.231

Name: Chris Sleight

Title: Recording engineer

Organization*: Megasound studio

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 99.102.108.139

Name: Mary N. Lemanski

Title: Musician

Organization*: Mary Lemanski

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Thomas Howard Lichtenstein

Contact Information Redacted Sep 9 '15 ip: 222.159.86.145

Signature:

Name: Thomas Howard Lichtenstein

Title: Mr. musician, artist

Organization*: THL, TheCaptainT

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 9 '15 ip: 86.175.19.114

Name: Scott Leang

Title: Mr

Organization*: Freelance Musician

* If you are an artist/band enter your artist/band name

Enhanced Safeguards to Protect IP.
Monies Flow to the Music Community.
Governed by the Global Music Community.
Available to the Entire Global Music Community.

October 31, 2015

Re: Over 85 new Support Letters for DotMusic's .MUSIC Community-Based Application (Application ID 1-1115-14110)

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

Please accept the attached, over 85 new Letters of Support for DotMusic Limited and its .MUSIC mult-stakeholder, community-based application with ID 1-1115-14110.[1]

We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation ("CPE") process.

As per the ICANN CPE FAQ,[2] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
Contact Information Redacted

Website: http:/www.music.us
Email: Contact Information Redacted
Supporting Organizations: http://www.music.us/supporters
Multi-Stakeholder Governance Board: http://www.music.us/board

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 9 '15 ip: 212.58.56.75

Name: Mark Newman

Title: Mr

Organization*: Mark Newman

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 107.4.24.187

Name: Robin Tennille

Title: Co-owner/Chief Operations Officer

Organization*: FOCUSS Entertainment

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 9 '15 ip: 70.197.9.194

Name: Cory N Childers

Title: Cory N Childers

Organization*: BMI

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Cariou Bruno P

Signature: Contact Information Redacted Sep 9 '15 ip: 109.190.123.170

Name: CARIOU

Title: CEO

Organization*: NEOMME

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 216.245.230.71

Name: Dwain Martin

Title: Songwriter

Organization*: 45 North / The Librarians

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 108.84.185.77

Name: Maria gonzales

Title: Co-Managing Partner

Organization*: Yardnoise

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Sean Harley

Signature: Contact Information Redacted Sep 9 '15 ip: 184.149.24.61

Name: Sean Harley

Title: Artist

Organization*: Trench Town Oddities

* If you are an artist/band enter your artist/band name

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted , Sep 9 '15 ip: 66.232.234.53

Name: Jerry Konecny

Title: songwriter/guitarist/singer

Organization*: Bakkus

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

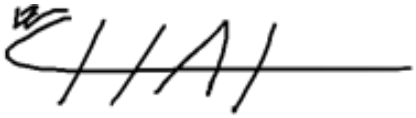

Signature: Contact Information Redacted Sep 9 '15 ip: 71.245.184.43

Name: Corey LeChat

Title: Cultural Engineer

Organization*: Corey LeChat/The Gothees

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Bob Crawford Contact Information Redacted Sep 9 '15 ip: 72.89.118.31

Name: Bob Crawford

Title: President

Organization*: RMCO MUSIC

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 212.219.116.29

Name: Daniel Shaw

Title: Mr

Organization*: Minor Works Unit

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 158.222.229.217

Name: Andrew McNamara

Title: Owner

Organization*: Stay Clean Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Douglas Tomooka

Signature: Contact Information Redacted Sep 9 '15 ip: 76.103.84.195

Name: Douglas Tomooka

Title: Artist

Organization*: Saiku Sapien

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Acquanetta Moore

Signature: Contact Information Redacted Sep 9 '15 ip: 68.95.162.32

Name: Acquanetta Moore

Title: Guitarist

Organization*: QG Moore

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Mike Seguin

Signature: Contact Information Redacted Sep 9 '15 ip: 173.48.75.40

Name: Michael T. Seguin

Title: Lead Vocalist, Guitarist, Songwriter

Organization*: Heavy AmericA

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

María E. Rivera Laborde

Contact Information Redacted Sep 9 '15 ip: 173.228.247.168

Signature:

Name: Maria E. Rivera Laborde

Title: Social Media

Organization*: Atabal

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Benoit Mailloux-Pilon

Contact Information Redacted Sep 9 '15 ip: 96.37.221.218

Name: Benoit Mailloux-Pilon

Title: Mr.

Organization*: BMP Design

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Raphael Slagg / Randy J. Bimslager

Contact Information Redacted Sep 9 '15 ip: 72.161.71.57

Signature:

Name: Raphael Slagg / Randy J. Bimslager

Title: Owner Blind Fret / Blind Fret Studios

Organization*: Blind Fret

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Peter Xifaras Contact Information Redacted Sep 9 '15 ip: 108.34.225.52

Name: Peter Xifaras

Title: Artist

Organization*: Symphonex Orchestra

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 74.93.229.129

Name: david churchill

Title: musician

Organization*: me

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

By: Neil J. Cacciottolo, Mus.Esq.

Contact Information Redacted Sep 9 '15 ip: 104.10.162.201

Signature:

Name: Neil J. Cacciottolo, Mus.Esq.

Title: Licensed Producer / Legal Consultant.

Organization*: Sunset Publishing Nashville, LLC. and Sunset Records America.

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Tim Korry Contact Information Redacted Sep 9 '15 ip: 198.177.95.129

Name: Tim Korry

Title: Artist

Organization*: www.timkorry.com

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: DJ Warner Contact Information Redacted Sep 9 '15 ip: 50.124.208.35

Name: DJ Warner

Title: musician

Organization*: Warnersongs Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Jennifer St. Clair Contact Information Redacted Sep 9 '15 ip: 69.180.91.222

Name: Jennifer St. Clair

Title: CEO

Organization*: ST CLAIR ENTERTAINMENT INC

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 86.150.67.61

Name: Steve Spall

Title: Mr

Organization*: The Violet Jive

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Erric Walker

Signature: Contact Information Redacted Sep 9 '15 ip: 63.193.176.3

Name: Erric Walker

Title: Founder

Organization*: Invisible Panthers

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: James Citkovic Contact Information Redacted Sep 9 '15 ip: 68.174.105.229

Name: James Citkovic

Title: Founder & President

Organization*: COUNTDOWN ENTERTAINMENT

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Jonus Wade Contact Information Redacted Sep 9 '15 ip: 104.35.107.161

Name: Jonus Wade

Title: Vice President

Organization*: Ritmeck

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 50.153.159.61

Name: Parry Abbott

Title: Musician

Organization*: Parry Abbott

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

jennings granville morgan

Contact Information Redacted Sep 9 '15 ip: 189.223.196.2

Signature:

Name: jennings granville morgan

Title: songwriter / performer

Organization*: wailinsmash

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 82.67.68.208

Name: thierry kauffmann

Title: artist

Organization*: thierry kauffmann

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 107.139.34.90

Name: Victor Nolasco

Title: Business Owner

Organization*: Sol

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 8.39.228.5

Name: Dave Tamkin

Title: Singer Songwriter

Organization*: Head Above Music / Dave Tamkin

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Gail Ford Contact Information Redacted Sep 9 '15 ip: 146.199.91.187

Name: Gail Ford

Title: Mrs

Organization*: Gail Ford

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 92.24.89.151

Name: Terence O'FLaherty

Title: Mr

Organization*: Artist

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

scott williamson

Signature: Contact Information Redacted Sep 9 '15 ip: 174.5.181.195

Name: scott williamson

Title: concerned musician

Organization*: independent musician

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 74.42.38.10

Name: PETER KIM-FREDELL

Title: OWNER

Organization*: UNIFIED FIELD PRODUCTIONS

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 98.14.98.216

Name: Jaime Garamella

Title: Singer/Songwriter

Organization*: The Spanish Channel / Jaime Garamella

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Lynn Julian Contact Information Redacted Sep 8 '15 ip: 216.15.126.202

Name: Lynn Julian

Title: Owner

Organization*: Lynn Julian aka Cookie Cutter Girl, Pop Superhero

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 74.243.194.163

Name: Charles Z.

Title: Artist

Organization*: Fidelity Music Entertainment

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

David A Vance

Signature: Contact Information Redacted Sep 9 '15 ip: 71.55.186.139

Name: David A Vance

Title: Owner

Organization*: David Vance Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 99.8.76.141

Name: Dan Roark

Title: Owner

Organization*: Chasing After Wind Productions/Artist

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 9 '15 ip: 192.31.106.34

Name: Daniel R. Waller

Title: musician, songwriter

Organization*: UTURN

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Travis Boykin

Signature: Contact Information Redacted Sep 9 '15 ip: 107.77.168.34

Name: Travis Boykin

Title: Producer

Organization*: BULLETHEAD BEATZ

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Sharon Benson

Signature: Contact Information Redacted Sep 9 '15 ip: 76.169.96.23

Name: Sharon Benson

Title: Owner/Partner

Organization*: Biheart Entertainment Group - Band: SOUL DOGS

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Norman.E.Morris

Signature: Contact Information Redacted Sep 10 '15 ip: 94.249.116.11

Name: Norman E. Morris

Title: Musician and owner of Yonah Music

Organization*: Yonah Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Nathan Daniel Limbaugh

Contact Information Redacted Sep 10 '15 ip: 75.110.236.40

Signature:

Name: Nathan Daniel Limbaugh

Title: Mr.

Organization*: Cry Me A River Publishing

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Justin M Brauer

Signature: Contact Information Redacted Sep 10 '15 ip: 128.174.158.218

Name: Justin M Brauer

Title: Musician

Organization*: N/A

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Ellen Shipley Contact Information Redacted Sep 10 '15 ip: 173.55.143.120

Name: Ellen Shipley

Title: singer/songwriter

Organization*: Ellen Shipley

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Pablo Orozco-Castro Contact Information Redacted Sep 10 '15 ip: 108.67.152.116

Name: Pablo Orozco-Castro

Title: CEO

Organization*: Outrospection Productions

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 10 '15 ip: 70.191.204.49

Name: Eldric T Coonors

Title: Owner

Organization*: 414 Creative Entertainment Group

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Bernie Sirelson

Signature: Contact Information Redacted Sep 9 '15 ip: 107.214.30.165

Name: Bernie Sirelson

Title: Composer, Educator

Organization*: Transclassical

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 10 '15 ip: 98.207.250.146

Name: Kristina L. Bennett

Title: Ms.

Organization*: Kristina Bennett

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 72.234.237.56

Name: MarleneJones-Skurtu

Title: Songwriter, Producer

Organization*: Nightbloom Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 11 '15 ip: 70.139.198.100

Name: Dodd Lede

Title: CEO

Organization*: Sonic Smack Records

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Glenn Kassahn

Signature: Contact Information Redacted Sep 12 '15 ip: 174.23.15.49

Name: Glenn Kassahn

Title: Drummer

Organization*: Metal Tears

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 8 '15 ip: 50.181.9.58

Name: whu

Title: Artist

Organization*: ki-pre

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 15 '15 ip: 75.130.125.2

Name: daniel couper

Title: singer-songwriter

Organization*: daniel couper

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Richard Karlsson

Signature: Contact Information Redacted Sep 15 '15 ip: 178.78.241.198

Name: Richard Karlsson

Title: Artist

Organization*: Slack Orange

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 14 '15 ip: 66.188.244.52

Name: Weston Tobias

Title: Musician

Organization*: Weston Tobias

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 16 '15 ip: 174.6.114.144

Name: Amanda Rushton

Title: Creator/Connector/Performer

Organization*: Mandy Rushton

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 12 '15 ip: 24.21.53.12

Name: Rey Holliday

Title: Producer

Organization*: SWGP

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: cjborden Contact Information Redacted Sep 18 '15 ip: 68.104.7.189

Name: CJ Borden

Title: songwriter

Organization*: Mesa Sand Music

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Phillip Ayliffe Contact Information Redacted Sep 18 '15 ip: 70.113.3.99

Name: Phillip Ayliffe

Title: President

Organization*: Songwriters Network

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 20 '15 ip: 24.9.28.81

Name: Robert Goldsmith

Title: Executive

Organization*: Singularity, LLC

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 25 '15 ip: 162.204.5.209

Name: Hector Garcia

Title: Owner

Organization*: HG Engineering

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 29 '15 ip: 72.179.166.51

Name: Scott Ozga

Title: Mr.

Organization*: OZGA

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Sep 30 '15 ip: 24.241.130.247

Name: Jacob Andrew Lovell

Title: Mr.

Organization*: World Records®

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Baxter

Signature: Contact Information Redacted Sep 30 '15 ip: 66.87.135.205

Name: Baxter

Title: Performing Artist

Organization*: Baxter Entertainment Productions, LLC.

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 3 '15 ip: 87.66.230.97

Name: Jeff Wisnom

Title: Indie musician

Organization*: Just-jeff

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Mikey Cunningham Contact Information Redacted Oct 5 '15 ip: 76.127.60.244

Name: Mikey Cunningham

Title: Head Nomad

Organization*: Nomad Vibe

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 5 '15 ip: 207.144.194.118

Name: Joshua Hunt

Title: Musician

Organization*: Cav'lier of Hunted Down Music Group

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 5 '15 ip: 71.125.251.48

Name: Omar Boothman

Title: Business Owner

Organization*: Akashik Records, LLC

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 7 '15 ip: 94.209.47.152

Name: Michael Maidwell

Title: manager

Organization*: Orange Grove

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 13 '15 ip: 188.186.118.69

Name: Rinat

Title: Link to social - "http://vk.com/idmania"

Organization*: Publick "MANIA" - "http://vk.com/mania_music"

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 14 '15 ip: 99.153.246.125

Name: Patrick Tyson

Title: Artist

Organization*: Tyson Jarrett

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

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In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Tegan DeClark Contact Information Redacted Oct 15 '15 ip: 1.128.97.9

Name: Tegan DeClark

Title: NA

Organization*: NA

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 15 '15 ip: 93.186.154.21

Name: V Bain

Title: CEO

Organization*: BASCA

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 16 '15 ip: 73.222.162.248

Name: Denis Loiseau

Title: Songwriter

Organization*: Denis Loiseau

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

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Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 18 '15 ip: 181.174.106.240

Name: Bryan

Title: Bramusic

Organization*: Bramusic

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Melissa Axel

Signature: Contact Information Redacted Oct 20 '15 ip: 172.248.37.19

Name: Melissa Axel

Title: songwriter/recording artist

Organization*: Melissa Axel

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 22 '15 ip: 90.214.182.166

Name: Kofi C Osafo

Title: Author and Owner

Organization*: Edifying Songs Series

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 22 '15 ip: 50.34.99.154

Name: Christopher Bigham

Title: Owner

Organization*: Bone Poets Orchestra

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Brett Wm. Templeton

Contact Information Redacted Oct 20 '15 ip: 65.33.248.0

Signature:

Name: Brett Wm. Templeton

Title: Pianist

Organization*: Brett Wm. Templeton

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 18 '15 ip: 118.107.143.74

Name: Zheng Zhipeng

Title: timecho

Organization*: utc6

* If you are an artist/band enter your artist/band name

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

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. DotMusic has incorporated public interest commitments[2] and enhanced safeguards that will ensure that the operation of the .MUSIC top-level domain is responsible, trusted and safe under a community-based, multi-stakeholder governance model. Such music-tailored safeguards are prudent and well-intentioned because the global music Community operates in a sensitive, regulated sector that would benefit from such music-tailored protections. ICANN, the Government Advisory Committee (GAC),[3] over 40 experts,[4] and the general public[5] recognize and are aware of the existence an organized and delineated music "(industry) community"[6] that functions in a regulated music sector. Furthermore, DotMusic's community application serves a higher purpose and has more music-tailored policies than all competitors combined.[7]

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[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[3] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[4] http://music.us/expert/letters
[5] Over 95% of public comments do not doubt the existence of the defined music (industry) community and Support DotMusic's community application (See ICANN New gTLD Public Comments at https://gtldcomment.icann.org/applicationcomment/viewcomments). DotMusic has also provided an independent Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people) and matches the community defined by DotMusic. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes." (See Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf, August 7-11, 2015, Pg. 1,2,3)
[6] Based on the EIU's rationale in the CPE Determinations for .RADIO, .HOTEL and .SPA, DotMusic's community-based application would overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string because its application is supported by organizations with members that represent over 95% of global music consumed. In fact, DotMusic's application has amassed the largest coalition of music-related organizations to support a music cause. Just like in the CPE Determinations for .RADIO, .HOTEL and .SPA (See http://newgtlds.icann.org/en/applicants/cpe#invitations), DotMusic is supported by a global "(industry) community," with members that have the requisite awareness and recognition of the community defined.
[7] See .MUSIC applicant comparison chart, http://music.us/comparison

The DotMusic community-based application has been the subject of what is by far the longest public comment period in ICANN history. The DotMusic application has been open for public comment since 2012, i.e. for nearly 3 and half years. Reasonably, one would expect that any truly concerned organization or entity would have voiced their opinions years ago when the application was first published, especially taking into context DotMusic's extensive public outreach (most likely the most extensive of any gTLD applicant) as well as DotMusic's strong and vocal presence at ICANN meetings and other related-events.[8] This would have represented a "good faith" concern because community applicants could have undertaken to deliberate with the concerned party to establish whether to make changes in their applications to accommodate that party if the broader community agreed through an application change request process.

As such, letters of opposition received at the eleventh hour should be considered in this context. By any measure, more than enough time has passed for legitimate concerns to be raised by any party. It is also disingenuous that in the eleventh hour before the DotMusic community application's CPE that some negligible individuals and groups (including entities without an explicit association with music) have opposed DotMusic's multi-stakeholder "community" model and shunned the existence of the music community.[9]

To deny that the Community exists or participates in a shared system of creation, distribution and promotion of music with common norms and communal behavior (i.e. commonly-known and established norms in regards to how music entities perform, record, distribute, share and consume music) is akin to denying the existence of music altogether. Furthermore, the Community shares a legal framework governed by common copyright law under the Berne Convention, which was established and agreed upon by over 167 international governments,[10] which includes shared rules and communal regulations.[11]

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[8] http://music.us/events

[9] E.g. .MUSIC competitor Rightside (a Donuts partner under Covered TLD, LLC) stated that it is "preposterous that there exists a "music community"" (See https://icann.org/en/system/files/correspondence/hammock-to-crocker-et-al-12aug15-en.pdf). In marketing material promoting .BAND (which was delegated to Covered TLD), Rightside acknowledged the existence of "music communities" (http://branding.rightside.co/api/download/28qb-dj9ehrud, Pg.2), which is consistent with DotMusic's "Music Community" definition of a "logical alliance of communities related to music." Furthermore, another Marketing Kit referred to the "music sector," sorting it according to delineated music community types, such as record companies, publishing, and "other music-related sectors" (Pg.6). The Kit also refers to many music community organizations that have supported DotMusic e.g. BMI, ASCAP, Reverbnation and others (Pg. 1, 2, 3, 9, and 10). The Kit also quotes the IFPI, an organization *mainly* dedicated to the music community that supported DotMusic, acknowledging the existence of an organized "music industry"…"a massive engine worth more than US$130 billion globally" (Pg.3). (See .BAND Marketing Kit, http://branding.rightside.co/api/download/28qj-3k4nlku8)

[10] http://www.wipo.int/treaties/en/ShowResults.jsp?lang=en&treaty_id=15

[11] The Berne Convention for the Protection of Literary and Artistic Works, usually known as the Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886 – See http://www.wipo.int/treaties/en/text.jsp?file_id=283698

DotMusic has is the support of a majority of the Community as defined. DotMusic's Community definition represents the cohesive music (industry) Community that matches the applied-for string:[12] a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[13] (I.e. all music-related entities with legitimate interests to music and an awareness of the Community can access .MUSIC domains). Per its Mission, DotMusic follows "a multi-stakeholder approach of fair representation of all types of global music constituents" and has already set up an expanding Board to represent such interests.[14]

In addition, further evidence that the cohesive "(industry) community" defined by DotMusic is clearly globally-recognized, delineated and organized is the existence of numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are (and which songs they are associated with), so that Community members are appropriately compensated or attributed, regardless whether the constituent is a commercial, non-commercial or amateur. Such global music classification systems include the ISMN,[15] ISRC,[16] ISWC[17] and the ISNI.[18]

DotMusic is the only .MUSIC applicant that has followed unified principles, ideals and mission that the Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.[19] DotMusic developed its Mission and

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[12] A cohesive music community definition (i.e. an "(industry) community") is a requirement by ICANN and the EIU to pass Community Priority Evaluation (See .RADIO, .SPA and .HOTEL CPE determinations by EIU, https://newgtlds.icann.org/en/applicants/cpe)

[13] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[14] http://music.us/board

[15] The International Standard Music Number (ISMN) is a unique number for the identification of all notated music publications from all over the world. The ISMN is an ISO certified global standard number (ISO 10957:2009). See http://www.ismn-international.org/whatis.html and http://www.iso.org/iso/home/store/catalogue_ics/catalogue_detail_ics.htm?csnumber=43173

[16] The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. The ISRC is an ISO certified global standard number (ISO 3901:2001) and is managed by the IFPI. See http://isrc.ifpi.org, https://www.usisrc.org/about/index.html and http://www.iso.org/iso/catalogue_detail?csnumber=23401

[17] The ISWC (International Standard Musical Work Code) is a unique, permanent and internationally recognized reference number for the identification of musical works. The ISWC has been approved by ISO (International Organization for Standardisation) as a global standard (ISO 15707:2001) and is managed by CISAC. See http://www.iswc.org/en/faq.html and http://www.iso.org/iso/catalogue_detail?csnumber=28780

[18] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[19] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach launched in 2008.[20]

The GNSO Final Report,[21] which provided the basic guidelines for the new gTLD application process and the AGB states that: "where an applicant lays any claim that the TLD is intended to support a particular community…that claim will be taken on trust (CV 7-10)." DotMusic's demonstrable and unprecedented support, community definition and music-tailored policies (that were developed over years of open and public outreach and consultation with the community), clearly validates such trust.

DotMusic's community definition to include all Community members without discrimination affirms that the community was not construed, consistent with the community guidelines set forth by the GNSO Final report which stated that "community should be interpreted broadly and will include, for example, an economic sector, a cultural community, or a linguistic community." Furthermore, the GNSO Final Report states that "Opposition must be objection based. Determination will be made by a dispute resolution panel constituted for the purpose. The task of the panel is the determination of substantial opposition. The objector must provide verifiable evidence that it is an established institution of the community...The panel will assess the balance between the level of objection submitted by one or more established institutions and the level of support provided in the application from one or more established institutions. The panel will assess significance proportionate to the explicit or implicit targeting." DotMusic's application has not had any Community Objection filed against it with the ICC. As such, any non-formal opposition filed without a dispute resolution panel should be considered irrelevant and spurious. In proportion, the last-minute opposition filed for the purpose of obstruction is irrelevant, especially when compared with the unprecedented level of support of DotMusic's application by an overwhelming Community majority.

Respecting and protecting music rights serves both the global music community and the public interest. This Letter supports the position of the International Federation of the Phonographic Industry,[22] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[23] This letter also supports the positions expressed in the letter[24] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[25] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community

[20] http://music.us/events
[21] GNSO Final Report, Introduction of New Generic Top-Level Domains, 8 August 2007 http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm
[22] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[23] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[24] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[25] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf

preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." This letter also supports the positions in the letter[26] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest." This letter also supports the position of the International Federation of Arts Councils and Culture Agencies[27] and DotMusic's CPE Analysis.[28]

This letter also would like to note that the New gTLD Program has not been cost-effective to the music community. The Trademark Clearinghouse and many other priority-based processes (e.g. Domains Protected Marks Lists and the Dutch-auction Early Access Programs) have come at a great expense and have favored deep-pocketed registrants. Under the same token, most registries reserved premium domains to be sold at a significantly high cost.[29] An overwhelming majority of music constituents have not participated in such allocation mechanisms because of such high costs.

As such, we support the DotMusic application's cost-effective and music-tailored domain name allocation policies and phases. These include a music-tailored Globally Protected Marks List (GPML) aimed to protect the names of famous music brands or artists from cybersquatting, and a priority phase for members of recognized Music Community Member Organizations (MCMOs) aimed to keep costs low, prevent cybersquatting (of Community members' names) and spur adoption. Such a priority phase does not give any special privileges over community members that do not belong to MCMO's because DotMusic's naming condition policy mandates that registrants only register their names (i.e. they cannot register another Community member's name regardless of whether they belong to an MCMO or not). Furthermore, all legitimate music-related Community members have access to .MUSIC domains during the subsequent Landrush and General Availability phases. If any Community member wants to participate in the MCMO stage they could also join many MCMOs that offer free memberships at zero cost (e.g. Reverbnation[30]), which ensures a fair and competitive allocation process. Eligible music communities could also apply to become MCMOs.[31] As such, social benefits overwhelmingly exceed social costs.

We also strongly support DotMusic's policy that restricts .MUSIC registration to legitimate community members (i.e. peripheral entities without an awareness or recognition of the music community are not eligible). Such a prudent policy ensures that .MUSIC domains are highly relevant to legal, music-related

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[26] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf
[27] https://www.icann.org/en/system/files/correspondence/gardner-to-crocker-et-al-26aug15-en.pdf
[28] https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-2-redacted-12aug15-en.pdf
[29] Alternatively, we support DotMusic's premium domain plan to organize and sort .MUSIC registrants according to community member delineation (e.g. label.music or rock.music). Instead of allocating these premium domains to the highest bidders, they will be shared by .MUSIC registrants in a meaningful, organized manner.
[30] https://www.reverbnation.com
[31] http://music.us/mcmo

content and use. Such relevancy and quality control helps increase search engine ranking and provide quality control for Internet user. It also deters bad actors from registering .MUSIC domains. Community-based, music-tailored restrictions ensure that social benefits exceed social costs (i.e. serve the global public interest) and help drive innovation by creating a trusted ecosystem of legal music consumption where monies flow to the music community and not to illegitimate parties or unlicensed websites.

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[32]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008.[33] This outreach gave the Community all-encompassing, open opportunities to engage with DotMusic to address any concerns (e.g. via events, meetings, social media, ICANN's 2012 public comment period or other correspondence). DotMusic has participated in hundreds of international music/domain events and still continues to engage Community members;

3. is supported by an "(industry) community" with members that have the requisite awareness and recognition of the community defined. The cohesive global music community defined constitutes a clear "(industry) community" supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others.[34] As such, DotMusic's community application should overwhelmingly exceed the minimum "(industry) community" threshold for the applied for string given the EIU's consistent rationale with respect to the prevailing "(industry) community" CPE determinations for .HOTEL, .RADIO and .SPA.

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[32] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[33] http://music.us/events
[34] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

4. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition filed against it.[35] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating last-minute spurious letters of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[36]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community. DotMusic has more music-tailored policies than all other .MUSIC applicants combined;[37]

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[38]

7. Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector,[39] comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music. As such, the cohesive "(industry) community" defined is clearly globally-recognized, delineated and organized because it operates in a regulated sector which uses numerous globally-recognized standards and classification systems, which identify who the individual songwriters, publishers and rights holders are and which songs they are associated with so that Community members are appropriately compensated, regardless whether the constituent is a commercial, non-commercial or amateur entity. The "MUSIC" string is commonly used in classification systems such as ISMN, ISRC, ISWC and ISNI[40]). As such, the string is aligned with DotMusic's

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[35] DotMusic has followed a consensus-driven, bottom-up methodology to build its Policies and Mission via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008. Also, the public comment window has been open since 13 June 2012 for over 3 years. As such, last-minute opposition letters should be viewed as filed for the purpose of obstruction because any relevant organization had years and countless outreach opportunities to publicly voice legitimate concerns to DotMusic. Also any opposition from a negligible entity that is not relevant to the string is considered irrelevant.
[36] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[37] http://music.us/comparison.pdf
[38] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[39] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[40] The International Standard Name Identifier (ISNI) is the ISO certified global standard number (ISO 27729) for identifying the millions of contributors to creative works and those active in their distribution. ISNI holds public

Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"), which is also consistent with Expert opinion.[41] Furthermore, its Nexus matches the string because it represents the Community, allowing all constituents to register a .MUSIC domain without conflict of interests, over-reaching or discrimination. DotMusic's application clarifies that it does not unfairly prevent access to domain names to those with legitimate musical interests that have the requisite awareness of the community addressed;

8. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[42] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[43]

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[44]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[45] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[46]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[47]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness

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records of over 8 million identities and 490,000 organizations. See http://www.isni.org/ and http://www.iso.org/iso/catalogue_detail?csnumber=44292

[41] http://music.us/expert/letters

[42] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[43] http://music.us/expert/letters

[44] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[45] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[46] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[47] http://music.us/board/

of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase[48] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;[49]

12. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[50]

13. has partnered with Afilias,[51] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined.

14. will provide innovative services, including (i) providing increased Community member exposure through Premium Channels sorted based on delineated constituent type, and (ii) building a comprehensive global song registry; and

15. is accountable to the global Music Community through its Public Interest Commitments[52] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[48] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[49] DotMusic's GPML is a significantly more cost-effective alternative for famous music brands than submitting to the Trade Mark Clearing House. The GPML is also more cost-effective than other initiatives by competitors such as the Donuts' DPML, which charges nearly $3,000 every 5 years (http://www.worldipreview.com/article/a-sweet-solution-donuts-and-trademarks). DotMusic's GPML is music-tailored and does not have such costs.

[50] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[51] http://www.afilias.info/about-us

[52] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

This letter of support urges ICANN and the EIU to pass DotMusic's application in CPE because it exceeds the criteria required to pass. DotMusic's application responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests. Any decision other than prevailing CPE would not serve the interests of the Community. DotMusic's community application has been supported by the largest music coalition ever assembled to support a music cause and that alone speaks volumes. To deny such a milestone would be a catastrophic failure for the New gTLD Program.

The New gTLD Program's objective was to prevent false positives and give preferential treatment to authentic community applications (such as DotMusic's) with demonstrable support and community-tailored policies. Thus far, there has not been any community, music-themed TLDs launched in the new gTLD Program. Furthermore, many music-themed gTLDs have been launched but none have been widely adopted by the Community. This is largely because they lack appropriate music-tailored policies, have no meaningful differentiation and do not incorporate a multi-stakeholder community governance structure to instill Community trust and accountability. ICANN and the EIU should be aware that the Internet will likely not have a music-themed, community-based gTLD presence if DotMusic does not prevail CPE because auctions favor .MUSIC applicants with the deepest pockets whose applications do not serve the Community's interests, such as Google, Amazon and other publicly-traded entities. This is the New gTLD Program's last opportunity to have a community-based, music-themed gTLD. A positive CPE result will serve the global public interest because it will increase diversity and innovation in the namespace, as well as ensure that freedom of expression truly flourishes under a multi-stakeholder community model run for the music Community by the music Community.

Respectfully submitted,

Signature: Contact Information Redacted Oct 31 '15 ip: 65.216.70.186

Name: Travis Presley

Title: Guitarist

Organization*: Beauty Is Betrayal

* If you are an artist/band enter your artist/band name

December 1, 2015

Re: 500 new Support Letters for .MUSIC Community Application (ID 1-1115-14110)

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

Please accept the attached, over 100 new Letters of Support for DotMusic Limited and its .MUSIC multi-stakeholder, community-based application with ID 1-1115-14110.[1]

We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application[2] during the .MUSIC Community Priority Evaluation ("CPE") process. If there are any issues verifying any of the Letters, please do not hesitate to contact us.

As per the ICANN CPE FAQ,[3] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek

EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
Contact Information Redacted

Website: http://www.music.us
Email: Contact Information Redacted
Twitter: https://twitter.com/mus
Supporting Organizations: http://www.music.us/supporters
Board: http://www.music.us/board

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[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] For DotMusic support letters, see https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392, https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-23nov15-en.pdf (100), https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-09nov15-en.pdf, (400+) https://www.icann.org/en/system/files/correspondence/zamek-to-icann-31oct15-en.pdf (85+) https://www.icann.org/en/system/files/correspondence/zamek-to-icann-16sep15-en.pdf (100+) https://www.icann.org/en/system/files/correspondence/zamek-to-icann-02sep15-en.pdf (30+) https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-17aug15-en.pdf (40+) https://www.icann.org/en/system/files/correspondence/roussos-to-icann-eiu-12aug15-en.pdf (100+)
[3] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Melodie Archer

Signature: Contact Information Redacted Nov 24 '15 ip: 70.72.141.117

Name: Melodie Archer

Title: B.Mus. RMT

Organization/Artist Name: Member ARMTA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jeremy L. Miller Contact Information Redacted Nov 24 '15 ip: 73.183.121.96

Name: Jeremy L. Miller

Title: Musician, Songwriter

Organization/Artist Name: Jeremy L. Miller

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

J. Breanne Smith

Signature: Contact Information Redacted Nov 24 '15 ip: 24.21.160.181

Name: J. Breanne Smith

Title: Owner

Organization/Artist Name: Nerd Nest Media

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.181.157.98

Name: Brad Vanlandingham

Title: Music Artist and Composer ASCAP Member

Organization/Artist Name: Brad Vanlandingham Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 188.29.164.186

Name: Eliza

Title: Miss

Organization/Artist Name: Eliza

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Olga Rozin Contact Information Redacted Nov 23 '15 ip: 24.114.87.170

Name: Olga Rozin

Title: Miss

Organization/Artist Name: Olga Rosen K.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 66.87.83.116

Name: William Oliver

Title: Mr.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 66.245.162.246

Name: David Estoye

Title: Art Director

Organization/Artist Name: DDB

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 90.21.215.208

Name: Oliver Nixon

Title: Mr

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 38.65.67.254

Name: Thomas R.

Title: Mr.

Organization/Artist Name: NA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 80.229.85.168

Name: Andrew Dinmore

Title: Mr

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 68.166.118.234

Name: Martin D. Muggli

Title: PhD. Student

Organization/Artist Name: Colorado State University

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 76.183.193.212

Name: Michael Ptacin, D.M.A.

Title: Educator and Performer

Organization/Artist Name: Independent

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: John Kowalski Contact Information Redacted Nov 23 '15 ip: 184.174.139.208

Name: John Kowalski

Title: Founder

Organization/Artist Name: Babacita

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Daniel lima

Signature: Contact Information Redacted Nov 23 '15 ip: 201.80.83.252

Name: Daniel Lima Fonseca

Title: Author Producer Artist

Organization/Artist Name: Daniel Lima

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

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David M. McNamara

Contact Information Redacted Nov 21 '15 ip: 72.70.50.217

Signature:

Name: David M. McNamara

Title: Composer

Organization/Artist Name: David M. McNamara

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 70.196.77.243

Name: Louis D Tribou III

Title: Graphic Designer

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 107.13.41.222

Name: L M Gregory

Title: Family Services Coordinator

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 24 '15 ip: 108.28.105.2

Name: Richard Cariens

Title: Music Fan

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 195.62.223.90

Name: Graham Meigh

Title: Director

Organization/Artist Name: Step Beyond

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 146.199.56.160

Name: Benjamin James Winwood

Title: Mr

Organization/Artist Name: Benjamin Winwood | Film Composer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: SJCross Contact Information Redacted Nov 24 '15 ip: 81.158.157.79

Name: Stephen J Cross

Title: Mr

Organization/Artist Name: SJC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Grayson Baum Contact Information Redacted Nov 23 '15 ip: 75.68.165.136

Name: Grayson Baum

Title: Student and Vocal Performer

Organization/Artist Name: Grayson Baum

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.181.157.98

Name: Brad Vanlandingham

Title: Music Artist and Composer Owner Brad Vanlandingham Music ASCAP Member

Organization/Artist Name: Brad Vanlandingham Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 96.88.64.121

Name: Benjamin Ketron

Title: Benjamin Ketron

Organization/Artist Name: Benjamin Ketron

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 50.196.19.189

Name: Erinne Goodell

Title: Erinne Goodell

Organization/Artist Name: Erinne Goodell

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 65.49.68.189

Name: Arya

Title: Music

Organization/Artist Name: Arya Sanati Javan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Geoff Theunissen Contact Information Redacted Nov 23 '15 ip: 197.86.150.77

Name: Geoff Theunissen

Title: Mr

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 70.208.67.93

Name: Dan Marshall

Title: Sensei

Organization/Artist Name: Dan Marshall / Augustine

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Sébastien Sivadier

Signature: Contact Information Redacted Nov 23 '15 ip: 90.5.114.64

Name: Sébastien Sivadier

Title: Mr.

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 5.157.38.34

Name: James Gross

Title: James Gross

Organization/Artist Name: Freelance

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Malorie C. Bohannon Contact Information Redacted Nov 23 '15 ip: 166.172.57.12

Name: Malorie C. Bohannon

Title: Mrs.

Organization/Artist Name: .

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kyle Guptar Contact Information Redacted Nov 23 '15 ip: 190.6.224.34

Name: Kyle Guptar

Title: Mr.

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 67.170.203.19

Name: Seth lael peterson

Title: Owner

Organization/Artist Name: Seth lael

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 82.239.69.198

Name: David Algranti

Title: Mr

Organization/Artist Name: David Algranti

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: cameliajonathan Contact Information Redacted Nov 23 '15 ip: 180.243.124.90

Name: Camelia

Title: Ms.

Organization/Artist Name: CJ

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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Nick Samuel

Signature: Contact Information Redacted Nov 23 '15 ip: 82.132.225.160

Name: Nick Samuel

Title: Composer

Organization/Artist Name: Nick Samuel

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Ariel Giron Contact Information Redacted Nov 23 '15 ip: 100.2.212.205

Name: Ariel Giron

Title: Commander in Cheif

Organization/Artist Name: The Church of Satan

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Cailin Swingle Contact Information Redacted Nov 23 '15 ip: 173.74.175.97

Name: Cailin Swingle

Title: Ms.

Organization/Artist Name: Personal

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 152.10.249.181

Name: Caroline G. Shaler

Title: Musician

Organization/Artist Name: Caroline

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 113.193.99.200

Name: kunal Ahirwal

Title: Mr.

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

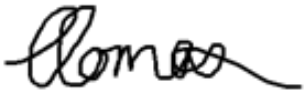

Signature: Contact Information Redacted Nov 23 '15 ip: 5.179.105.34

Name: Emma Lomax

Title: Miss

Organization/Artist Name: Emma Lomax

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Nov 23 '15 ip: 166.175.184.41

Name: Cory King

Title: Creative Director

Organization/Artist Name: Meadow Heights Church

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

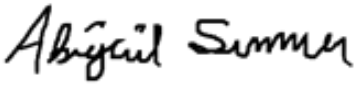

Signature: Contact Information Redacted Nov 23 '15 ip: 24.6.188.173

Name: Abigail Sumner

Title: Mrs.

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Signature: Contact Information Redacted Nov 23 '15 ip: 116.86.38.28

Name: Damien Lim

Title: Mr

Organization/Artist Name: Bioveda

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.26.176.18

Name: Amanda Jost

Title: Miss

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 209.6.233.43

Name: Nikhil Singh

Title: Mr.

Organization/Artist Name: Nikhil Singh

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

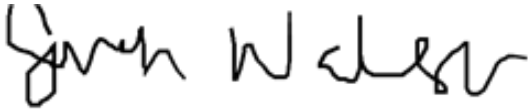

Signature: Contact Information Redacted Nov 23 '15 ip: 166.170.32.171

Name: Sarah Walsh

Title: none

Organization/Artist Name: DotMusic support / Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

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Robert Ponto

Signature: Contact Information Redacted Nov 23 '15 ip: 128.223.174.216

Name: Robert Ponto

Title: Assistant Dean

Organization/Artist Name: University of Oregon School of Music and Dance

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Signature: Contact Information Redacted Nov 23 '15 ip: 184.187.160.160

Name: Irene Hoffman

Title: Ms

Organization/Artist Name: Irene Hoffman Design

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Zack Vaz Contact Information Redacted Nov 23 '15 ip: 96.58.52.0

Name: Zachary Vaz

Title: Mr

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 109.255.212.57

Name: Dean Carpenter

Title: Mr. Dean Carpenter

Organization/Artist Name: Dean Carpenter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 109.147.5.67

Name: Daniel Villalobos

Title: Mr

Organization/Artist Name: Dan Villalobos

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.241.184.180

Name: Vanessa DeLisio

Title: Person

Organization/Artist Name: Imogene Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Fernando Marcos

Signature: Contact Information Redacted Nov 23 '15 ip: 12.31.71.58

Name: Fernando Marcos

Title: Mr

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mike James Contact Information Redacted Nov 23 '15 ip: 165.120.80.79

Name: Mike James

Title: Mr

Organization/Artist Name: mikejames.org

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 129.116.17.107

Name: Stephen Svatek

Title: Mr.

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.153.155.4

Name: Justin Stewart

Title: BSS

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Danielle Cregan Contact Information Redacted Nov 23 '15 ip: 74.70.76.82

Name: Danielle Cregan

Title: Clerk

Organization/Artist Name: Albany Public Library

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 75.48.221.46

Name: Lori VanderMolen

Title: Executive Assistant

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Mike Downey Contact Information Redacted Nov 23 '15 ip: 174.35.222.207

Name: Mike Downey

Title: Man

Organization/Artist Name: None

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 172.94.29.223

Name: Peter COnran

Title: Mr

Organization/Artist Name: THE MAN WITH THE HAT

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: 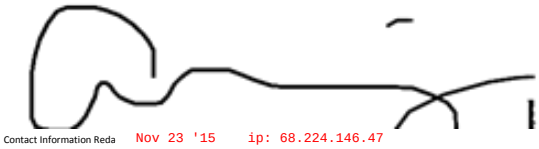

Name: Angie Turner

Title: None

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Dan M.T Slatter

Signature: Contact Information Redacted Nov 23 '15 ip: 2.100.154.47

Name: Dan M.T Slatter

Title: Mr

Organization/Artist Name: Dan M.T Slatter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Marcus Violette

Signature: Contact Information Redacted Nov 23 '15 ip: 87.114.130.214

Name: Marcus Violette

Title: Mr

Organization/Artist Name: Marcus Violette

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Signature: Contact Information Redacted Nov 23 '15 ip: 87.114.4.40

Name: Ryan Pearce

Title: Mr

Organization/Artist Name: Mwtmc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Signature: Joseph T Frazier Contact Information Redacted Nov 23 '15 ip: 24.142.225.6

Name: Joseph T Frazier

Title: Proprietor

Organization/Artist Name: Joe's Geek Fest

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 83.151.252.82

Name: Sophie Atkinson

Title: Miss

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 109.149.151.230

Name: Wil Sheward

Title: Mr.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Antriksh Bali

Signature: Contact Information Redacted Nov 23 '15 ip: 45.49.23.50

Name: Antriksh Bali

Title: Mr.

Organization/Artist Name: Antriksh Bali

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 92.10.173.64

Name: Anil Kamalagharan

Title: Managing Director/Artist

Organization/Artist Name: London Contemporary Voices

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mitchell R Jones Contact Information Redacted Nov 23 '15 ip: 99.42.117.117

Name: Mitchell Jones

Title: Mr.

Organization/Artist Name: Parameciuman

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 66.87.75.119

Name: Gabriel Habtemariam

Title: Student

Organization/Artist Name: Imogen Heap

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Michael Teuber

Signature: Contact Information Redacted Nov 23 '15 ip: 95.90.184.85

Name: Michael Teuber

Title: M.A.

Organization/Artist Name: Vogel T.

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Simon Goodlad Contact Information Redacted Nov 23 '15 ip: 31.85.237.147

Name: Simon Goodlad

Title: Mr

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 80.169.15.196

Name: Yerosha Windrich

Title: Musician

Organization/Artist Name: Yerosha Sound

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 5.12.227.105

Name: Simona Radu

Title: Ms.

Organization/Artist Name: Simona Radu

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Elly Hughes Contact Information Redacted Nov 23 '15 ip: 86.174.1.194

Name: Elly Hughes

Title: Dr

Organization/Artist Name: Largesse and Bluster

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Daniel Kuhn

Signature: Contact Information Redacted Nov 23 '15 ip: 95.91.211.19

Name: Daniel Kuhn

Title: --

Organization/Artist Name: Freelance Journalist/Musician

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Donovan Rowlands

Signature: Contact Information Redacted Nov 23 '15 ip: 213.205.194.142

Name: Donovan Rowlands

Title: Mr

Organization/Artist Name: The Bach Choir

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 80.134.110.40

Name: Michael Peters

Title: Michael Peters

Organization/Artist Name: Michael Peters

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 86.6.108.210

Name: Robert McIntosh

Title: Owner

Organization/Artist Name: thirstforwine

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 86.15.138.84

Name: Matthew Dunne

Title: Mr

Organization/Artist Name: Em-One

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Nov 23 '15 ip: 81.128.157.66

Name: Chris Palmer

Title: Musician

Organization/Artist Name: She's Got The River

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 173.38.117.77

Name: Francis Levesque

Title: Mr.

Organization/Artist Name: The District Heat

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Forrest Akin

Signature: Contact Information Redacted Nov 23 '15 ip: 108.198.228.222

Name: Forrest Akin

Title: Drummer

Organization/Artist Name: Forrest Akin

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 67.226.43.69

Name: Ricky Whitehead

Title: Listener

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 208.90.212.215

Name: Todd Tate

Title: toddtate.net

Organization/Artist Name: Todd Tate

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 137.229.78.206

Name: scott hansen

Title: Mr.

Organization/Artist Name: imogen heap sent us

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 65.112.8.202

Name: Braden Thue

Title: Student

Organization/Artist Name: Harvard University

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Nov 23 '15 ip: 161.31.136.11

Name: Zoe Doll

Title: Supporter

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 24.79.147.245

Name: Ian King

Title: Admin

Organization/Artist Name: Artspace

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 96.20.180.18

Name: Gabriel Tremblay

Title: Mr.

Organization/Artist Name: Syzzors

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 213.205.252.68

Name: Thomas Hackwell

Title: Mr

Organization/Artist Name: Armchair Committee

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Stefan Weise Contact Information Redacted Nov 23 '15 ip: 75.173.242.14

Name: Stefan Weise

Title: Stefan Weise

Organization/Artist Name: Stefan Weise

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

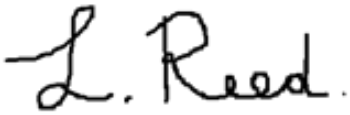

Signature: Contact Information Redacted Nov 23 '15 ip: 77.91.250.202

Name: Lyndal

Title: Event Producer

Organization/Artist Name: Guardian Live

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 82.157.129.24

Name: Tymon Kruidenier

Title: Tymon Kruidenier

Organization/Artist Name: Our Oceans & Exivious

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 146.232.65.202

Name: Amy L. Daniels

Title: Ms

Organization/Artist Name: Private

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 158.169.150.5

Name: David Schembri

Title: Mr

Organization/Artist Name: David Schembri

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

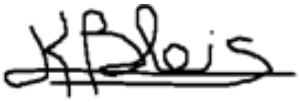

Signature: Contact Information Redacted Nov 23 '15 ip: 83.113.172.137

Name: BLOIS Karine

Title: Ms

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 77.248.92.171

Name: Peter Kerdsile

Title: Music lover

Organization/Artist Name: .Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redact Nov 23 '15 ip: 198.45.26.26

Name: Adriano Gazza

Title: Director/Artist

Organization/Artist Name: BLANK

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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Signature: Contact Information Redacted Nov 22 '15 ip: 86.188.9.234

Name: Cris Bonacci

Title: Ms

Organization/Artist Name: Cris Bonacci

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 86.163.99.139

Name: Francesco Canessa

Title: Software Developer

Organization/Artist Name: -

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 73.18.88.38

Name: Bill Gauvreau

Title: Artist/Songwriter

Organization/Artist Name: Bill Gauvreau

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 79.224.102.162

Name: Tuan Nguyen

Title: None

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 116.75.82.163

Name: Sriram Ganesh

Title: CEO

Organization/Artist Name: Whodat

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 91.184.216.39

Name: Vanessa Geiger

Title: Ms.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Contact Information Redacted Nov 23 '15 ip: 70.194.137.34

Name: Doug Cassel

Title: Artist and Fan

Organization/Artist Name: Eames Moor

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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L Workman-Dent

Signature: Contact Information Redacted Nov 23 '15 ip: 81.106.93.97

Name: Louise Workman-Dent

Title: Ms

Organization/Artist Name: N/A

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Paul James Dempsey

Contact Information Redacted Nov 22 '15 ip: 171.4.248.121

Name: Paul James Dempsey

Title: Owner

Organization/Artist Name: SlowDeepBreath

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 96.80.178.61

Name: Sarah Staples

Title: Listener

Organization/Artist Name: Humanity

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 87.208.32.125

Name: Reinoud Kruithof

Title: -

Organization/Artist Name: -

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 99.7.19.93

Name: Nate Wade

Title: Mr.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Nov 23 '15 ip: 41.133.165.27

Name: Chadlee Skrikker

Title: Mr.

Organization/Artist Name: Chadlee Skrikker

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 109.68.199.10

Name: Simon Jacobs

Title: Mr

Organization/Artist Name: Imogen Heep

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 74.69.70.146

Name: Caralyn M Zaleski

Title: N/a

Organization/Artist Name: N/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 73.188.198.24

Name: Lawrence T Farmer

Title: Music Fan and Supporter

Organization/Artist Name: Consumer / Supporter of all artists

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 149.254.235.36

Name: Chris Harston

Title: Mr

Organization/Artist Name: Chris Harston Studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 166.175.191.80

Name: David King

Title: Mr

Organization/Artist Name: Dude Le Fool

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Signature: L. Lospennato Contact Information Redacted Nov 23 '15 ip: 146.185.25.170

Name: Leonardo Lospennato

Title: Owner

Organization/Artist Name: Lospennato Guitars

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 70.115.153.215

Name: Tom Hodapp

Title: N/A

Organization/Artist Name: N/A

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Dr. Tatyana E. Shubina

Contact Information Redacted Nov 23 '15 ip: 185.17.206.65

Signature:

Name: Dr. Tatyana E. Shubina

Title: Co-founder and co-CEO

Organization/Artist Name: Outlanders Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.0.91.54

Name: Michael Baker

Title: Independent Singer/Songwriter

Organization/Artist Name: Radio Nowhere

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 66.87.123.122

Name: jonathan walton

Title: mr.

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Dhivyaajeet Contact Information Redacted Nov 23 '15 ip: 60.50.101.10

Name: Mahadhivyaajeet

Title: Ms.

Organization/Artist Name: Dhivyaajeet

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 50.241.154.97

Name: Mark Schroeder

Title: Director of Facilities

Organization/Artist Name: The Church of the Redeemer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 197.87.7.28

Name: Bronwen Clacherty

Title: Miss

Organization/Artist Name: The Tholakele Project

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 80.245.227.19

Name: David Elfström Lilja

Title: Mr

Organization/Artist Name: Moist

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 82.132.214.158

Name: Denise Selvon

Title: Ms

Organization/Artist Name: Dot music. Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 2.123.55.182

Name: Aubrey Garner

Title: Miss

Organization/Artist Name: Just me

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eoghan Hynes Contact Information Reda Nov 23 '15 ip: 87.198.161.74

Name: Eoghan Hynes

Title: Mr

Organization/Artist Name: Assets

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

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Alan Duncan

Signature: Contact Information Redacted Nov 23 '15 ip: 94.31.7.101

Name: Alan Duncan

Title: Digital guy

Organization/Artist Name: SThree

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 22 '15 ip: 50.153.103.14

Name: Angel Vanegas

Title: Musician Programmer

Organization/Artist Name: Angel Vanegas

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redact Nov 23 '15 ip: 24.6.40.62

Name: McKay Garner

Title: Music Producer/Engineer/Composer/Artist

Organization/Artist Name: McKay Garner

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Re: Support for .MUSIC Community-based Application[1]

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R. Ian Sutherland

Signature: Contact Information Redacted Nov 23 '15 ip: 12.150.115.98

Name: R. Ian Sutherland

Title: Musician

Organization/Artist Name: Saving Grass/Sutherland Family Band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Angela Pfeferstein Contact Information Redacted Nov 23 '15 ip: 98.223.74.154

Name: Angela Pfeferstein

Title: Fan

Organization/Artist Name: Imogen Heap sent me

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 173.60.121.245

Name: Brian Parnell

Title: Owner

Organization/Artist Name: Regurgitation Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 104.36.200.213

Name: Brett Metivier

Title: Musician

Organization/Artist Name: B.P. Metivier

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 205.250.207.250

Name: Robin Leboeq

Title: Founder

Organization/Artist Name: Sessionwire Communications Inc.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Bill F. Tackett, Jr.

Signature: Contact Information Redacted Nov 23 '15 ip: 216.68.249.18

Name: Bill F. Tackett, Jr.

Title: Worship Leader/bassist

Organization/Artist Name: Elevation Community Church

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 213.120.119.234

Name: Gareth Dolloway

Title: Mr.

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Blaz Rodic Contact Information Redacted Nov 23 '15 ip: 89.212.190.231

Name: Blaz Rodic

Title: Mr.

Organization/Artist Name: /

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 148.238.251.173

Name: martin guadiana

Title: mr

Organization/Artist Name: universidad de monterrey

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: David Gerald Sutton Contact Information Redacted Nov 23 '15 ip: 107.2.115.240

Name: David Gerald Sutton

Title: Electronic Violinist/Worship Music Director

Organization/Artist Name: David Gerald Sutton

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 24.24.189.184

Name: Nikki Stransky

Title: Musician

Organization/Artist Name: Lucid Fly

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 108.14.191.63

Name: Kallie Marie

Title: Composer/Producer/Lecturer

Organization/Artist Name: Kallie Marie/ Explosives For Her Majesty

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

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Signature: Contact Information Redacted Nov 23 '15 ip: 79.115.183.58

Name: Andrei Georgescu

Title: Mr

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 76.175.53.231

Name: Drew Boles

Title: composer/performer

Organization/Artist Name: Drew Boles

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 81.106.52.144

Name: Kimmi dallimore

Title: Miss

Organization/Artist Name: .

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 76.106.123.84

Name: Kassandra D Bryant

Title: Adoring fan

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.247.19.202

Name: Andrew J Kopietz

Title: Principal/Sr. Designer

Organization/Artist Name: Good Done Daily

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 82.1.12.131

Name: Jason Hook

Title: Mr

Organization/Artist Name: Myself

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.193.214.1

Name: Isaac Geo Frank

Title: Owner

Organization/Artist Name: IGeo Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Alexandre Gil Mendes Reis

Contact Information Redacted Nov 23 '15 ip: 188.81.72.10

Signature:

Name: Alexandre Gil Mendes Reis

Title: Mr.

Organization/Artist Name: Alex Reis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.164.172.66

Name: MIKE MCGARY

Title: VP

Organization/Artist Name: AVACATA, INC.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 66.91.83.170

Name: Cindy Ramirez

Title: Music consumer

Organization/Artist Name: NA

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 142.166.161.226

Name: Brittany McEachern

Title: Independent Artist

Organization/Artist Name: Whisper Roaring

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 62.232.108.114

Name: Matt Griffith

Title: Mr

Organization/Artist Name: .

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Allan James Contact Information Redacted Nov 23 '15 ip: 31.80.151.189

Name: Allan James

Title: Mr

Organization/Artist Name: Melographic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Cecilie Kamp Contact Information Redacted Nov 23 '15 ip: 130.225.198.201

Name: Cecilie Kamp

Title: Student

Organization/Artist Name: ?

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 174.21.169.29

Name: Edith Bishop

Title: Ms.

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 98.28.138.221

Name: Ryan Box

Title: Supporting Fair Traid Music

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 166.171.251.166

Name: Loren Groves

Title: Product manager

Organization/Artist Name: Google

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 107.92.62.47

Name: Kevin Palmer

Title: Musician

Organization/Artist Name: Velocity of Tears

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 170.115.248.21

Name: Jashon Bell

Title: Guitarist

Organization/Artist Name: Paper Machines

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.13.247.10

Name: Daniel P. Desjardins

Title: Director

Organization/Artist Name: Videstra, LLC (Wisconsin - USA)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 84.215.8.10

Name: Jørgen Kann

Title: Web Developer @ Dogmatic Web Developmemt

Organization/Artist Name: On behalf of Ullsokk

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 24 '15 ip: 24.19.26.21

Name: Levi Whalen

Title: Music Producer

Organization/Artist Name: Levi Whalen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 24.114.255.88

Name: Jean-Philip Bouchard

Title: Program Manager

Organization/Artist Name: N/a

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Daniel Alonso

Signature: Contact Information Redacted Nov 23 '15 ip: 173.11.149.35

Name: Daniel Alonso

Title: Application Developer / Analyst

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 68.0.51.207

Name: Megan

Title: Person

Organization/Artist Name: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 2.101.201.59

Name: Jamila Grimshaw

Title: Student

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Juston S. Roemisch

Signature: Contact Information Redacted Nov 24 '15 ip: 107.192.159.222

Name: Juston Roemisch

Title: Mr

Organization/Artist Name: Na

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 81.155.27.55

Name: Jonathan B Wright

Title: Mr

Organization/Artist Name: 432 Silverstream

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 213.205.252.248

Name: Matthew Williams

Title: Mr.

Organization/Artist Name: Jinjabread

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Keri Mears

Signature: Contact Information Redacted Nov 23 '15 ip: 162.199.35.81

Name: Keri Mears

Title: N/a

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 45.47.153.119

Name: Dan coutin

Title: mr

Organization/Artist Name: dan coutin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redact Nov 23 '15 ip: 86.26.183.66

Name: Caroline Bonnett

Title: Miss

Organization/Artist Name: soundhouse

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 213.205.252.91

Name: Daniel Charles Toone

Title: Mr

Organization/Artist Name: thevillainandi

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

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Sean R. Galloway

Signature: Contact Information Redacted Nov 24 '15 ip: 70.215.131.176

Name: Sean R. Galloway

Title: Musician

Organization/Artist Name: Imogen Heap

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 71.93.219.176

Name: Chris Wirsig

Title: MR

Organization/Artist Name: Chris Wirsig, no:carrier, Virtual Conformity, Counter Communications LLC

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 24.165.95.233

Name: Kevin Tostado

Title: President

Organization/Artist Name: Tostie Productions, LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 171.96.246.162

Name: Sean Thompson

Title: Musician, Composer, Audio Engineer, NAMM Member

Organization/Artist Name: Sean Thompson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Amelia Mader

Signature: Contact Information Redacted Nov 23 '15 ip: 166.170.55.85

Name: Amelia Mader

Title: Musician

Organization/Artist Name: Amelia Mader

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 31.55.34.2

Name: Kevin Quigley

Title: Mr.

Organization/Artist Name: SOAS

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Leslie Davis

Signature: Contact Information Redacted Nov 23 '15 ip: 99.139.161.125

Name: Leslie Davis

Title: Owner Manager

Organization/Artist Name: Preservation Framing

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.47.185.173

Name: Robert Hess

Title: Director

Organization/Artist Name: See How Life Works

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Doug Clark Contact Information Redacted Nov 23 '15 ip: 74.110.142.31

Name: Doug Clark

Title: Web Developer

Organization/Artist Name: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 81.108.26.43

Name: Satya Fox

Title: Ms

Organization/Artist Name: Satya Fox

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 82.25.68.31

Name: Oliver Kuster

Title: Mr

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Victor Brueggemann Contact Information Redacted Nov 24 '15 ip: 67.174.60.190

Name: Victor Brueggemann

Title: n/a

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Signature: FJCosico Contact Information Redacted Nov 23 '15 ip: 70.6.178.246

Name: FJ Cosico

Title: Head guy

Organization/Artist Name: Wooooomb

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 90.191.133.179

Name: Martin-Eero Kõressaar

Title: Student/Musician

Organization/Artist Name: Eero

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 173.48.111.183

Name: Matt Edmunds

Title: Designer

Organization/Artist Name: Supporting Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 177.131.176.4

Name: Allan Fernandes Ferreira

Title: Support

Organization/Artist Name: Vigoran Artis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 66.241.82.88

Name: Shanti McGinley

Title: Singer

Organization/Artist Name: Shanti McGinley

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Keith Parkins

Signature: Contact Information Redacted Nov 23 '15 ip: 92.40.37.86

Name: Keith Parkins

Title: Mr

Organization/Artist Name: keithpp

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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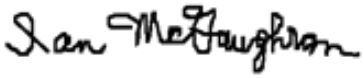

Signature: Contact Information Redacted Nov 23 '15 ip: 69.250.234.23

Name: Ian McGaughran

Title: Mr.

Organization/Artist Name: none

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 80.219.16.11

Name: Andreas Ryser

Title: President

Organization/Artist Name: IndieSuisse

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 213.162.68.238

Name: Wolfgang Stindl

Title: Mag.

Organization/Artist Name: Ikarus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Chromer Smith

Signature: Contact Information Redacted Nov 24 '15 ip: 24.21.160.181

Name: Chromer Smith

Title: Data architect

Organization/Artist Name: Sfdc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Signature: Renan Pisi T Moura Contact Information Redacted Nov 23 '15 ip: 201.69.62.75

Name: Renan Pisi Teixeira Moura

Title: Graphic Designer

Organization/Artist Name: Renan Pisi

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 70.210.7.13

Name: Alexander Ryan Thompson

Title: Mr

Organization/Artist Name: Fourth Shift

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 24 '15 ip: 99.54.100.229

Name: Lucas Gladman

Title: Human

Organization/Artist Name: Brigadier

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 68.204.58.72

Name: Scott O'Leary

Title: Musician

Organization/Artist Name: Fido's Hydrant

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 96.240.238.95

Name: Dayne Wahl

Title: Supporter

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 65.80.201.144

Name: Quinton Fussell

Title: Strong Supporter

Organization/Artist Name: Imogen Heap.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 22 '15 ip: 86.158.198.2

Name: Dave Sunerton-Burl

Title: Mr

Organization/Artist Name: Strange & Delicious

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kathy A Jantzen Contact Information Redacted Nov 23 '15 ip: 173.165.240.205

Name: Kathy Jantzen

Title: None

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 66.190.135.105

Name: Lily

Title: Student

Organization/Artist Name: Lily Hofer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 2.123.20.102

Name: Rhys Huntley

Title: Mr

Organization/Artist Name: Rhys Huntley

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 165.255.188.175

Name: Ray van den Berg

Title: Mr.

Organization/Artist Name: Private

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 50.200.134.162

Name: Alex Beyr

Title: Recording Engineer

Organization/Artist Name: Heliotropic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.177.193.72

Name: Lynda Arnold

Title: Artist/Producer

Organization/Artist Name: Divasonic Music & Sound

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 87.74.72.47

Name: R Thomas

Title: Mr

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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

Re: Support for .MUSIC Community-based Application[1]

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Michael S. Love

Signature: Contact Information Redacted , Nov 23 '15 ip: 99.16.93.79

Name: Michael S. Love

Title: Music Consumer

Organization/Artist Name: Self

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 63.127.233.4

Name: Sean Ryan Holden

Title: Singer-Songwriter

Organization/Artist Name: Sean Ryan

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 97.119.166.161

Name: Haley Grant

Title: NA

Organization/Artist Name: NA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 24 '15 ip: 109.91.242.124

Name: Andreas Holling

Title: MD

Organization/Artist Name: TotalTonal

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 166.176.186.209

Name: Chris Cline

Title: Mister

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 69.54.49.118

Name: Kristen Fridley

Title: n/a

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 24 '15 ip: 24.167.177.4

Name: Alexsandra Krikshtanas

Title: Ms.

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 104.34.67.14

Name: James Neal

Title: Owner

Organization/Artist Name: James Neal & Associates

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 178.198.56.104

Name: Jeremie L. Dubois

Title: Mr.

Organization/Artist Name: Fri-Son, Fribourg, Switzerland

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jason Robertson Contact Information Redacted Nov 23 '15 ip: 50.153.178.198

Name: Jason A. Robertson

Title: Mr.

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 194.168.223.170

Name: Carolyn Kirkpatrick

Title: Miss

Organization/Artist Name: Fan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 199.245.85.147

Name: Chip Bray

Title: Musician

Organization/Artist Name: Flyboys

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Contact Information Redacted Nov 23 '15 ip: 85.95.121.80

Name: Richard Welsby

Title: MR

Organization/Artist Name: Richard Welsby

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 24.85.212.102

Name: Dale

Title: Listener

Organization/Artist Name: Imogen

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

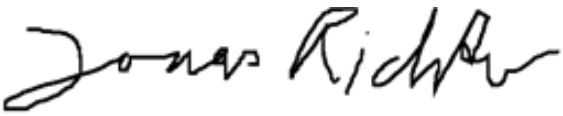

Signature: Contact Information Redacted Nov 23 '15 ip: 134.76.182.218

Name: Jonas Richter

Title: MA

Organization/Artist Name: Jonas Richter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 104.185.185.6

Name: Roderick Gallegos

Title: Musician and Sound Engineer

Organization/Artist Name: Allied Music Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 82.15.112.234

Name: Penny Clarke

Title: Mrs

Organization/Artist Name: Penny Clarke

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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Re: Support for .MUSIC Community-based Application[1]

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Mikko Kierikki

Signature: Contact Information Redacted Nov 23 '15 ip: 85.76.53.44

Name: Mikko Kierikki

Title: Producer

Organization/Artist Name: Kierikki

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 23 '15 ip: 97.122.168.6

Name: Vikash Mishra

Title: Owner/Founder, Hierophony Music

Organization/Artist Name: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Joshua Gordon Contact Information Redacted Nov 23 '15 ip: 184.171.213.39

Name: Joshua Gordon

Title: Artist/Producer

Organization/Artist Name: Joshua Gordon Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 46.233.116.51

Name: Anna Grogan

Title: Miss

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jhammond Contact Information Redacted Nov 23 '15 ip: 104.175.35.75

Name: Jeremy Hammond

Title: Manager

Organization/Artist Name: Western Front Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: DOUGLASCRAIG Contact Information Reda Nov 23 '15 ip: 98.238.78.161

Name: Douglas Craig

Title: Record producer

Organization/Artist Name: Douglas Craig

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 104.142.118.177

Name: Gregory Russell

Title: Music Lover

Organization/Artist Name: Human

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Contact Information Redacted Nov 23 '15 ip: 209.147.144.14

Name: Joshua Steele

Title: EIT

Organization/Artist Name: Imogen Heap

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 24.10.167.172

Name: Brooke Solorio

Title: Imogen Heap

Organization/Artist Name: Brooke Solorio

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 68.134.12.39

Name: carol mays

Title: none

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Katherine Bowman

Signature: Contact Information Redacted Nov 23 '15 ip: 98.156.54.151

Name: Katherine Bowman

Title: Miss

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 125.237.12.251

Name: leo zalkalnins

Title: mr

Organization/Artist Name: tbcu

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 82.132.219.98

Name: Alice Brannen

Title: Ms

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 188.222.200.99

Name: Colin Nugent

Title: Mr

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Rowan Smith

Signature: Contact Information Redacted Nov 23 '15 ip: 109.159.113.133

Name: Rowan Smith

Title: Mr

Organization/Artist Name: Triquatra

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 82.17.84.47

Name: Ross Barber

Title: Founder

Organization/Artist Name: Electric Kiwi

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mariana Tiemi Kinjo Contact Information Redacted Nov 23 '15 ip: 177.140.119.1

Name: Mariana Tiemi Kinjo

Title: Fan

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 83.85.87.147

Name: Jaap van der Velde

Title: n/a

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 24.130.138.185

Name: Nicholas Piantedosi

Title: Producer

Organization/Artist Name: Decap Music LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 23 '15 ip: 68.40.154.62

Name: Leon Shaner

Title: Influencer

Organization/Artist Name: PanEclectic

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 212.73.177.242

Name: Christophe Duquesne

Title: Owner

Organization/Artist Name: Aurige

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: John Stewart Contact Information Redacted , Nov 23 '15 ip: 71.192.177.45

Name: john stewart

Title: Mr.

Organization/Artist Name: imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.173.86.60

Name: Pat Piper

Title: Director of Digital Media

Organization/Artist Name: Kutztown University Foundatiom

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Aaron Arntson

Signature: Contact Information Redacted Nov 23 '15 ip: 172.88.83.238

Name: Aaron Arntson

Title: Music enthusiast

Organization/Artist Name: Immogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 23 '15 ip: 50.77.223.217

Name: Nicholas Stewart

Title: Musician

Organization/Artist Name: Nicholas Stewart

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 98.245.221.192

Name: Derek Beasley

Title: Owner

Organization/Artist Name: Simteksmusic.com

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Charles Gipson Contact Information Redacted Nov 23 '15 ip: 108.33.112.253

Name: Charles Gipson

Title: Mr.

Organization/Artist Name: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 46.11.97.47

Name: Ralph Grech

Title: Musicians Identity

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 60.234.94.17

Name: Robert Weinhold

Title: Mr

Organization/Artist Name: Azrazael

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.75.123.228

Name: Lindsay Stevenson

Title: Consultant

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: PAUL DWYER Contact Information Redacted Nov 23 '15 ip: 24.207.105.162

Name: Paul Dwyer

Title: Composer

Organization/Artist Name: minimus rex

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Dale Edward Chung Contact Information Redacted Nov 23 '15 ip: 172.3.190.184

Name: Dale Edward Chung

Title: Owner

Organization/Artist Name: 10th & Clay Records

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 71.232.12.206

Name: Matt mahan

Title: Mr

Organization/Artist Name: Matt mahan

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 166.172.58.229

Name: Robert C Palermo

Title: Musician

Organization/Artist Name: Coury Palermo

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 62.232.64.242

Name: Chris Tonks

Title: Director

Organization/Artist Name: Grey Fusion Studios

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 74.179.166.113

Name: Robert Crisp

Title: Musician

Organization/Artist Name: Anome

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jocelino Rodrigues Contact Information Redacted Nov 23 '15 ip: 137.222.95.15

Name: Jocelino Rodrigues

Title: Mr.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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M.Salahuddin

Signature: Contact Information Redacted Nov 23 '15 ip: 109.175.190.192

Name: Mohammad Salahuddin

Title: Mr.

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Adriana Marks

Signature: Contact Information Redacted Nov 23 '15 ip: 109.147.5.67

Name: Adriana Marks

Title: Mrs

Organization/Artist Name: Independent

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 82.22.128.125

Name: Sarah

Title: Miss

Organization/Artist Name: Freelance

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 73.220.178.221

Name: Christa Lumry

Title: Owner

Organization/Artist Name: Muse Juice Media

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 94.191.188.144

Name: Kevin Broløs

Title: BSc.

Organization/Artist Name: Leafdrop

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 196.2.99.3

Name: Shae

Title: ms

Organization/Artist Name: PVT

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Contact Information Redacted Nov 23 '15 ip: 68.8.1.165

Name: Rosa Munsey

Title: Ms.

Organization/Artist Name: Imogene Heap

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 66.61.91.207

Name: Ron Slabe

Title: King

Organization/Artist Name: Pyrosonic

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 108.180.164.2

Name: Tim Hewitt

Title: Me

Organization/Artist Name: Timothy B Hewitt

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 141.218.237.192

Name: Joel KRauss

Title: Vocalist/Marketing Dept.

Organization/Artist Name: Out of Favor Boys

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 198.101.95.162

Name: Dustin Ginn

Title: Worship Pastor

Organization/Artist Name: Covina Assembly

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redact Nov 23 '15 ip: 73.190.92.170

Name: Marci Addy

Title: Ms

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 24 '15 ip: 83.195.115.202

Name: Mme Judith A. Niland

Title: Artist Entrepreneur

Organization/Artist Name: Judy Nylon

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 74.179.193.175

Name: Jon M Young

Title: President, Engineer/Producer

Organization/Artist Name: Sonic Sculpture Incorporated

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 108.20.195.8

Name: Luke Stark

Title: Owner/creator

Organization/Artist Name: Luke Stark

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Matt Stanley Contact Information Redacted Nov 23 '15 ip: 195.69.95.234

Name: Matt Stanley

Title: N/A

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mark E. McTaggart Contact Information Redacted Nov 23 '15 ip: 173.206.205.93

Name: Mark E. McTaggart

Title: Head Honcho

Organization/Artist Name: Independent

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 208.124.242.62

Name: Jeffery John Lyon

Title: CEO

Organization/Artist Name: Jef3jon/Jefreejon

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: C. Juliette Contact Information Redacted Nov 23 '15 ip: 92.236.153.0

Name: Chloe Juliette

Title: Miss

Organization/Artist Name: Chloe Juliette

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Yves Racine Contact Information Redacted Nov 23 '15 ip: 106.133.123.22

Name: Yves Racine

Title: Teacher

Organization/Artist Name: Art Lingual

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 32.218.47.0

Name: Patrick D Belanger

Title: Mr.

Organization/Artist Name: OverbyteCreations/Trekopep

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 108.233.72.175

Name: Eric Scott McClure

Title: Songwriter/musician

Organization/Artist Name: Elevate The Sky

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Ashlee Salmons

Signature: Contact Information Redacted Nov 23 '15 ip: 68.150.208.93

Name: Ashlee Salmoms

Title: Mrs.

Organization/Artist Name: LGFG Fashion House

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 86.19.109.77

Name: Bradley John Frith

Title: Mr

Organization/Artist Name: yodamandala/betamanuensis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 98.28.120.13

Name: Mikelle Smith

Title: Community supporter

Organization/Artist Name: Immogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 73.231.172.219

Name: Nader Chehab

Title: Software Engineer

Organization/Artist Name: Own

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 41.146.199.179

Name: Tristan Horton

Title: Mr

Organization/Artist Name: Arcadia Sound

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 207.228.78.77

Name: Erik Williams

Title: Musician

Organization/Artist Name: Slander Musik Inc/Erik Michael

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 31.106.192.170

Name: Lee thorpe

Title: Mr

Organization/Artist Name: Turn back to spring

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 166.175.60.56

Name: Jordan Woiteshek

Title: Associate Director of Student Ministries

Organization/Artist Name: Grace Church

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Raphaël Pépin Contact Information Redacted Nov 22 '15 ip: 24.202.37.236

Name: Raphaël Pépin

Title: Singer/songwriter

Organization/Artist Name: Raphaël Sacha

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Iliana Vazuka Contact Information Redacted Nov 23 '15 ip: 108.51.229.225

Name: Iliana Vazuka

Title: N/a

Organization/Artist Name: Imogen Heap

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

David Rosenfelder

Signature: Contact Information Redacted Nov 24 '15 ip: 98.183.184.241

Name: David Rosenfelder

Title: Music lover

Organization/Artist Name: Music belongs to the artists!

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Gunhild Nyborg Contact Information Redacted Nov 23 '15 ip: 84.215.36.190

Name: Gunhild Nyborg

Title: CEO

Organization/Artist Name: NuBorg/Different Sound

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Patrick McPherson

Signature: Contact Information Redacted Nov 24 '15 ip: 97.99.20.67

Name: Patrick McPherson

Title: ...

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 84.158.237.62

Name: Armin Metz

Title: Musician

Organization/Artist Name: Armin Metz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 70.36.195.100

Name: Kendra pollock

Title: President of the board

Organization/Artist Name: Marin girls chorus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 98.244.180.99

Name: Jonathan Jackson

Title: Musician

Organization/Artist Name: Jon Jackson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 109.202.158.21

Name: Jon Schøpzinsky

Title: Developer

Organization/Artist Name: Jon Schøpzinsky

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 45.56.22.230

Name: Stephanie Johnson

Title: Mrs.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Quynh-Anh Nguyen-Xuan

Contact Information Redacted Nov 23 '15 ip: 77.1.152.217

Signature:

Name: Quynh-Anh Nguyen-Xuan

Title: Ms

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 24.63.4.52

Name: Taryn Duchemin

Title: Ms.

Organization/Artist Name: Xirafina

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 68.149.87.93

Name: Mike G.

Title: Mr.

Organization/Artist Name: none

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 24 '15 ip: 83.20.149.236

Name: Damian Pytlik

Title: Mr

Organization/Artist Name: Solitude State

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 95.149.89.182

Name: Vicki Stone

Title: N/A

Organization/Artist Name: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 80.194.109.189

Name: Ryan McKindle

Title: Mr

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 166.170.45.171

Name: James Abrahart

Title: Songwriter

Organization/Artist Name: Jayded Ink Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 90.207.214.80

Name: George Leeming

Title: Mr.

Organization/Artist Name: Wilderness Hymnal / Black Earth Recordings

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 24.103.33.253

Name: Umut Ermec

Title: Instructor

Organization/Artist Name: Institute of Audio Research

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 78.146.114.47

Name: Sanial McCormick

Title: Mr

Organization/Artist Name: Sanial

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 199.119.210.124

Name: Quinn Olson

Title: musician

Organization/Artist Name: Quinn Olson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.53.120.220

Name: Justin Ashley

Title: Mr

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 81.68.165.203

Name: Oren Ziv

Title: Composer

Organization/Artist Name: Orez

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 72.94.199.12

Name: dean mcclure

Title: architect

Organization/Artist Name: imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Contact Information Redacted Nov 23 '15 ip: 50.139.102.238

Name: Marc San Soucie

Title: N/A

Organization/Artist Name: Music consumer

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 109.148.189.71

Name: Paul Crudgington

Title: Music Producer

Organization/Artist Name: Homegroove Music

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 173.33.233.11

Name: Dan Letwin

Title: Musician

Organization/Artist Name: The Acoustic Rooster

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 24.209.162.98

Name: Samuel W Ecoff

Title: Owner

Organization/Artist Name: Red Rocket Music Publishing

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.81.154.235

Name: Amy Borland

Title: N/A

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 172.56.39.168

Name: Ryan Darton

Title: Singer Songwriter

Organization/Artist Name: Ryan Darton

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Nov 23 '15 ip: 107.179.137.120

Name: Jesse Noordegraaf

Title: Student

Organization/Artist Name: kmcscc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 45.112.22.188

Name: Rohith Abraham

Title: Producer

Organization/Artist Name: ofRO

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 195.244.164.245

Name: David Latinie

Title: /

Organization/Artist Name: /

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 116.87.116.194

Name: Rebecca Watters

Title: Music teacher

Organization/Artist Name: Singapore American School

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Earl Shimabukuro

Signature: Contact Information Redacted Nov 23 '15 ip: 76.170.178.125

Name: Earl Shimabukuro

Title: fan

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 68.32.78.198

Name: Travis

Title: Musician

Organization/Artist Name: Earth

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Michael Simms

Signature: Contact Information Redacted Nov 23 '15 ip: 188.29.165.104

Name: Michael Simms

Title: Performer

Organization/Artist Name: Jack Gavin

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Signature: Contact Information Redacted Nov 23 '15 ip: 23.241.119.81

Name: Jeff Rona

Title: Artist

Organization/Artist Name: Wide Blue Sky, LLC

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 73.165.168.238

Name: Michael Zerbe

Title: Artist/Owner

Organization/Artist Name: Michael Zerbe Ceramics

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 98.199.198.204

Name: Katherine Armstrong

Title: N/A

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 76.123.98.77

Name: Daniel Bowen

Title: Mr.

Organization/Artist Name: .

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Harry Clifton Tune III

Contact Information Redacted Nov 23 '15 ip: 24.6.239.78

Signature:

Name: Harry Clifton Tune III

Title: Founder

Organization/Artist Name: Playground Composition Studios

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 197.155.61.251

Name: David Houston

Title: Mr

Organization/Artist Name: Ohgod, Shadowfax Entertainment

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 31.54.105.10

Name: Joe Goggins

Title: N/A

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 49.182.148.221

Name: Jasmina Jonceski

Title: Individual

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ian Shepherd Contact Information Redacted Nov 23 '15 ip: 86.137.97.38

Name: Ian Shepherd

Title: Mastering Engineer

Organization/Artist Name: Mastering Media Ltd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 87.56.89.17

Name: Simon Drew

Title: Mr

Organization/Artist Name: Private

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 84.97.245.2

Name: Julien A. Jaubert

Title: Mr.

Organization/Artist Name: Shkyd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Contact Information Redacted Nov 24 '15 ip: 166.176.185.50

Name: Amanda Randolph

Title: N/A

Organization/Artist Name: N/A

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 83.200.254.234

Name: Nebisa

Title: Artist

Organization/Artist Name: Nebisa

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 173.178.215.14

Name: Ronan Le Gall

Title: Singer-songwriter, youtuber

Organization/Artist Name: RNN

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 174.24.59.11

Name: Samantha McGahan

Title: Ms

Organization/Artist Name: Na

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 86.134.132.109

Name: Helen Gee

Title: Miss

Organization/Artist Name: crayon physics

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Conor Slater Contact Information Redacted Nov 24 '15 ip: 207.164.187.114

Name: Conor Slater

Title: Mr.

Organization/Artist Name: herr

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 22 '15 ip: 14.2.51.97

Name: Josephine van Eyk

Title: Miss

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 64.222.237.3

Name: Bruce Berger

Title: Musician

Organization/Artist Name: Big Medicine

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Emilia Neuvonen

Signature: Contact Information Redacted Nov 23 '15 ip: 93.106.30.139

Name: Emilia Neuvonen

Title: singer-songwriter

Organization/Artist Name: Emilia Chikasa

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 27.253.73.176

Name: Ffyona Livingstone Clark

Title: Ms

Organization/Artist Name: Nil

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 70.65.194.83

Name: Kevin Charlton

Title: Sound Engineer

Organization/Artist Name: Synthetic Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ezra Sparringa Contact Information Redacted Nov 23 '15 ip: 84.241.200.29

Name: Ezra Sparringa

Title: Random dude

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

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Signature: Contact Information Redacted Nov 23 '15 ip: 93.106.4.28

Name: Steven Stewart

Title: CEO, Conjure Agency

Organization/Artist Name: Steven Stewart

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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William Garnant

Signature: Contact Information Redacted Nov 23 '15 ip: 67.2.250.247

Name: William Garnant

Title: Community Supporter

Organization/Artist Name: Imogen Heap

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

R. Preston Heinlein

Signature: Contact Information Redacted Nov 23 '15 ip: 184.173.166.155

Name: Robert Preston Heinlein

Title: English Language Assistant

Organization/Artist Name: Lycée Pierre Mendes France

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 207.177.103.16

Name: Elanor Rohlck

Title: Band/Choir Teacher and Musician

Organization/Artist Name: Elanor Rohlck

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 98.210.109.181

Name: Martha Diaz

Title: None

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 185.52.209.2

Name: M. Smit

Title: Dhr.

Organization/Artist Name: Independent

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Nov 23 '15 ip: 95.96.181.252

Name: Nan Yeun

Title: miss

Organization/Artist Name: -

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Juan James Owen Contact Information Redacted Nov 23 '15 ip: 73.2.113.29

Name: Juan Owen

Title: Cosmetologist

Organization/Artist Name: Metropolis Salon

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 101.188.48.5

Name: Kristian Risti

Title: Musician

Organization/Artist Name: Kristian Risti

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 60.231.49.54

Name: Jared McLean

Title: Mr.

Organization/Artist Name: Red Lane Productions / Penguin Pa

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 110.22.75.15

Name: Bradley C. Bridgens

Title: Creative Director/Composer

Organization/Artist Name: The Aurorae Initiative

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 98.232.39.138

Name: Daniel Kauffman

Title: Partner

Organization/Artist Name: Jessica French

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 23 '15 ip: 82.11.158.8

Name: Aristotelis Leo Bouras

Title: Mr

Organization/Artist Name: Aristotelis Leo Bouras

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 24 '15 ip: 90.255.181.126

Name: Wilhelm Mohr

Title: Quality Assurance Technologist

Organization/Artist Name: N/A avid lover of music

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 73.18.196.5

Name: Zak Hallett

Title: Writer/Director/Editor

Organization/Artist Name: Qualia Creative

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 112.198.90.69

Name: Anne V.

Title: Fan

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 199.73.114.130

Name: Nancy Grignon

Title: Music lover

Organization/Artist Name: Imogen Heap fan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

William Mason

Signature: Contact Information Redacted Nov 22 '15 ip: 67.189.70.127

Name: William Mason

Title: Lead Web Developer

Organization/Artist Name: Accessible Internet

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 121.210.158.225

Name: Gabriella

Title: Miss

Organization/Artist Name: Jade

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 101.179.227.210

Name: Nathan

Title: Mr

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Daniel Lee Chappell

Contact Information Redacted

Nov 23 '15 ip: 81.99.202.170

Name: Daniel Lee Chappell

Title: Mr

Organization/Artist Name: Daniel Lee Chappell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 120.16.112.191

Name: Steven Ruttley

Title: Mr

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 82.41.194.56

Name: James Martin

Title: Mr

Organization/Artist Name: James Martin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.71.196.114

Name: Shirley Butterworth

Title: Ms

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 122.111.81.163

Name: Jenni Little

Title: Artist

Organization/Artist Name: Jenni Little

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 174.88.97.96

Name: sam pell

Title: n/a

Organization/Artist Name: richard pell

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 24 '15 ip: 65.200.54.234

Name: Clare McCaffrey

Title: Musician

Organization/Artist Name: L.Ariel

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 73.158.173.31

Name: Emma N. Brown

Title: n/a

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 203.219.194.135

Name: Maize Duffy Wallin

Title: composer

Organization/Artist Name: Maize Wallin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 109.159.106.129

Name: Zoe Bryant

Title: Miss

Organization/Artist Name: N/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted , Nov 23 '15 ip: 199.112.128.15

Name: Lynn M Vince

Title: Concerned Music Lover

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Gary P Hayes Contact Information Redacted , Nov 23 '15 ip: 58.166.74.40

Name: Gary Hayes

Title: Producer

Organization/Artist Name: MUVEDesign

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 58.7.68.176

Name: Margot Dunnet

Title: Miss

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 189.103.41.161

Name: Khauã Resina Rodrigues da Silva

Title: Support Letter

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 101.190.183.164

Name: Tahno DeBurr

Title: Mr.

Organization/Artist Name: www.elephantsandalmonds.net

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 49.196.6.47

Name: Benjamin Chapman

Title: Mr

Organization/Artist Name: In a Sense Innocence

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 24 '15 ip: 2.26.130.22

Name: Steve Daly

Title: Mr

Organization/Artist Name: Steve Daly

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 82.17.57.227

Name: Steve Wood

Title: Mr

Organization/Artist Name: -

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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

Re: Support for .MUSIC Community-based Application[1]

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

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Ian Chennell

Signature: Contact Information Redacted Nov 23 '15 ip: 1.136.96.218

Name: Ian Chennell

Title: Mr

Organization/Artist Name: IT Consultant

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 121.210.158.225

Name: Michael Ingvarson

Title: Mr

Organization/Artist Name: Big Hand Productions (Australia)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Adam Green Contact Information Redacted Nov 24 '15 ip: 71.9.181.150

Name: Adam Green

Title: Mr.

Organization/Artist Name: Fatal Bloom

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 24 '15 ip: 99.174.204.115

Name: Jordan Moore

Title: Ms.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Nov 23 '15 ip: 69.136.93.10

Name: Brian Widmer

Title: Musician

Organization/Artist Name: Double Take band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kannon McAfee Contact Information Redacted , Nov 24 '15 ip: 76.105.240.227

Name: Kannon McAfee

Title: fan

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 107.107.56.244

Name: Christopher Rogers

Title: Mr.

Organization/Artist Name: sixpaperbirds

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

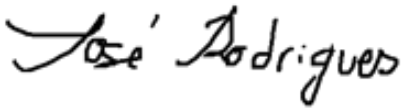

Signature: Contact Information Redacted Nov 23 '15 ip: 89.114.165.143

Name: José Manuel Mendonça Rodrigues

Title: Mr.

Organization/Artist Name: folias

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 60.225.67.101

Name: Wesley Tan

Title: Artist

Organization/Artist Name: Sophilosia

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 68.16.73.130

Name: Alina Griffith

Title: Ms.

Organization/Artist Name: Alina Skye

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dan Masterson

Signature: Contact Information Redacted Nov 23 '15 ip: 72.248.41.194

Name: Dan Masterson

Title: Owner/Performer

Organization/Artist Name: Dan Masterson Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Signature: Contact Information Redacted Nov 23 '15 ip: 89.16.224.104

Name: Phil Bowman

Title: Editor

Organization/Artist Name: Double Crossed Films

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Daniela Violin

Signature: Contact Information Redacted Nov 23 '15 ip: 99.231.0.75

Name: Daniela Violin

Title: Administrative Assistant

Organization/Artist Name: Riverdale Hub

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

David Sutherland

Signature: Contact Information Redacted Nov 23 '15 ip: 67.212.251.87

Name: David Sutherland

Title: Student

Organization/Artist Name: David Allen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ellen Kruger Contact Information Redact Nov 23 '15 ip: 90.193.249.53

Name: Ellen Kruger

Title: Miss

Organization/Artist Name: Ellen Kruger

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 24 '15 ip: 82.6.185.114

Name: Rob Moore

Title: Mr

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Jamie F Dodson Contact Information Redacted Nov 23 '15 ip: 155.151.170.31

Name: Jamie Dodson

Title: Writer and Audiobook Artist

Organization/Artist Name: F.A.T. Media

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

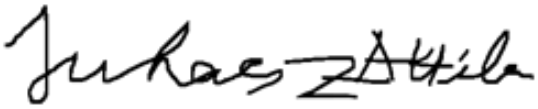

Signature: Contact Information Redacted Nov 24 '15 ip: 85.67.189.21

Name: Juhasz Attila

Title: Mr.

Organization/Artist Name: Ati Shephard

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Signature: Contact Information Redact Nov 23 '15 ip: 72.223.68.186

Name: Emily Appel

Title: Lover of music

Organization/Artist Name: Friend of Dot Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 121.219.120.115

Name: Steven Spratley

Title: Mr.

Organization/Artist Name: Sven Shade

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

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Sam Blakeslee

Signature: Contact Information Redacted Nov 24 '15 ip: 23.122.0.83

Name: Samuel Blakeslee

Title: Composer/Producer

Organization/Artist Name: nostraightanswer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 80.43.116.108

Name: Will Mead

Title: Mr

Organization/Artist Name: Will Mead Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 172.56.14.208

Name: Kaleena Narwani

Title: Singer/Songwriter

Organization/Artist Name: Kaleena Rheeya

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Meghan Jones Contact Information Redacted Nov 23 '15 ip: 72.218.210.15

Name: Meghan Jones

Title: Financial Advisor

Organization/Artist Name: None

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 217.155.196.164

Name: George Constantine

Title: photographer

Organization/Artist Name: bontonist

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 107.188.128.234

Name: Kari Jones

Title: Ms.

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 97.45.131.70

Name: Marshall dodge

Title: Music supporter

Organization/Artist Name: Imogen heap supporter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Anna L Weston

Signature: Contact Information Redacted Nov 23 '15 ip: 66.87.149.83

Name: Anna Weston

Title: none

Organization/Artist Name: none

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Jeffrey McSorley Jr Contact Information Redacted Nov 23 '15 ip: 24.116.42.110

Name: Jeffrey McSorley Jr.

Title: N/A

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 50.43.46.18

Name: Quillan Bourassa

Title: Freelance Clarinetist

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Sylvie Grimes Contact Information Redacted Nov 23 '15 ip: 96.243.242.116

Name: Sylvie Grimes

Title: Mrs.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.226.85.88

Name: Lesley Ryland

Title: Lesley Ryland Music

Organization/Artist Name: Lesley Ryland Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 118.6.154.237

Name: Andrew Fleury

Title: n/a

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 104.178.250.249

Name: Jonas Groves

Title: I Support DotMusic

Organization/Artist Name: Oshiin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Liam Hogan Contact Information Redacted Nov 23 '15 ip: 220.239.243.105

Name: Liam Hogan

Title: Freelance Musician and Music Teacher

Organization/Artist Name: Liam Hogan

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 24 '15 ip: 76.68.144.73

Name: Alexander K. Metcalfe

Title: NA

Organization/Artist Name: Waxlimbs

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 64.16.142.90

Name: Jonah Nikouyeh

Title: student

Organization/Artist Name: UNCG

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 70.194.232.174

Name: Andrew Rothman

Title: Musician

Organization/Artist Name: Self / Andrew Rothman

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 24.226.245.213

Name: Kanuel Charron

Title: Label Representative

Organization/Artist Name: Hopeful Tragedy Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: KSimova Contact Information Redacted Nov 23 '15 ip: 75.155.179.190

Name: kathryn simova

Title: owner/ artist

Organization/Artist Name: yemyss music/ kiva simova

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Signature: 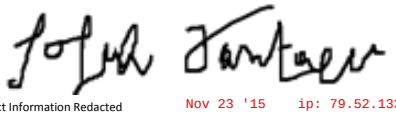 Contact Information Redacted Nov 23 '15 ip: 79.52.133.12

Name: sofia fantacci

Title: miss

Organization/Artist Name: imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted m, Nov 23 '15 ip: 72.146.90.140

Name: Britney Dyer Hill

Title: Dr.

Organization/Artist Name: Dot music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 1.129.96.244

Name: Craig Hume

Title: Mr

Organization/Artist Name: EmuhGiarc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 72.130.111.111

Name: Josh Jones

Title: Mr

Organization/Artist Name: Io Renner

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 98.247.33.50

Name: Erin M Lopez

Title: Self

Organization/Artist Name: Erin M. Lopez

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Genevieve Mae Aquino

Contact Information Redacted Nov 23 '15 ip: 114.108.221.235

Signature:

Name: Genevieve Mae Aquino

Title: Ms.

Organization/Artist Name: G. Mae Aquino

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Signature: Contact Information Redacted Nov 23 '15 ip: 24.22.33.220

Name: Leeann Newell

Title: Musician

Organization/Artist Name: Self

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 73.25.60.98

Name: Ryan Marsh

Title: Lead Editor

Organization/Artist Name: Moving Picture Weddings

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 72.201.131.106

Name: Steven Luna

Title: Citizen

Organization/Artist Name: At the request of Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 96.31.22.254

Name: Andrea

Title: Kreykes

Organization/Artist Name: Andrea

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 206.112.75.238

Name: Eric R. Liscinsky

Title: Sr. Software Engineer

Organization/Artist Name: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 173.218.13.54

Name: Matthew Mason

Title: Mr.

Organization/Artist Name: Matthew mason

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Nov 23 '15 ip: 136.159.49.122

Name: Anthony Winder

Title: Student

Organization/Artist Name: University of Calgary

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 1.144.96.174

Name: Jane Hassall

Title: Mrs.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Cara Keirstead

Signature: Contact Information Redacted Nov 23 '15 ip: 172.11.126.76

Name: Cara Keirstead

Title: writer

Organization/Artist Name: Cara Doll

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 187.188.214.25

Name: Miriam Gomez Lopez

Title: Miss

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Cetti Cherniak

Signature: Contact Information Redacted Nov 24 '15 ip: 68.54.147.186

Name: Cetti Cherniak

Title: music lover

Organization/Artist Name: many and various

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 216.158.230.134

Name: John Murphy

Title: Mr.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 23 '15 ip: 50.151.160.19

Name: Nicholas B. Miller

Title: Singer/Songwriter/Producer

Organization/Artist Name: Nicholas Bryan Music

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 25 '15 ip: 108.80.132.71

Name: Mark Sheppard

Title: Mr.

Organization/Artist Name: EvilTone

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 24.98.95.146

Name: Matthew McCay

Title: Matthew

Organization/Artist Name: Matthew McCay

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Reda Nov 23 '15 ip: 69.206.64.85

Name: William Donaldson

Title: DJ / Presenter

Organization/Artist Name: Drifts

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Reda Nov 23 '15 ip: 69.206.64.85

Name: William Donaldson

Title: DJ / Presenter

Organization/Artist Name: Drifts

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 94.193.49.73

Name: Louis Conradie

Title: Mr

Organization/Artist Name: C

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 72.197.237.31

Name: Tim Hilberts-Duff

Title: Mr

Organization/Artist Name: Tim Hilberts

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 195.11.230.173

Name: Nick Pike

Title: Mr

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 82.132.213.206

Name: Janine Simpson

Title: Miss

Organization/Artist Name: Janine Simpson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 66.58.222.6

Name: Terri Collins

Title: songwriter

Organization/Artist Name: University of Alaska

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 208.167.254.56

Name: Sam Dudley

Title: Mr

Organization/Artist Name: SDudley Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 31.49.72.0

Name: Catherine Bentley

Title: Miss

Organization/Artist Name: Imogen heap

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 69.255.176.165

Name: Cassandra Parker

Title: Fan

Organization/Artist Name: Imogen Heap

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 195.194.86.233

Name: Rich Gordon

Title: Owner/operator

Organization/Artist Name: The Rich Gordon Music Company

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 151.225.191.116

Name: Christopher Caplin

Title: Mr

Organization/Artist Name: Horizonsandskies

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 92.23.152.156

Name: Shireen Rukhsar

Title: Mx

Organization/Artist Name: -

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 85.115.54.201

Name: Laurice Peverett

Title: Mrs

Organization/Artist Name: Independant

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 123.3.219.246

Name: Jhube Veradio

Title: Mr.

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 92.232.169.157

Name: Alex Dudley

Title: Managing Director

Organization/Artist Name: dAudio Music Group

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 92.24.45.198

Name: Florence Glen

Title: Miss

Organization/Artist Name: Florence Glen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 5 '15 ip: 73.155.54.105

Name: Shanika Gillespie

Title: Artist

Organization/Artist Name: Squikee

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 25 '15 ip: 98.15.143.6

Name: David Skoglund

Title: Musician

Organization/Artist Name: ASCAP

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Jessica Boeve Contact Information Redacted Nov 24 '15 ip: 50.167.206.123

Name: Jessica Boeve

Title: Staff Accountant

Organization/Artist Name: UniPro Foodservice

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: daria chepel Contact Information Redacted Nov 23 '15 ip: 95.90.243.218

Name: Daria Chepel

Title: Ms.

Organization/Artist Name: Dascha

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Signature: Morgan Goodnight Contact Information Redacted Nov 23 '15 ip: 206.53.19.184

Name: Morgan Goodnight

Title: Citizen

Organization/Artist Name: All

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 31.205.153.98

Name: DAPHNE XENAKIS

Title: MISS

Organization/Artist Name: INDEPENDENT

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mayra Jiménez Contact Information Redacted Nov 23 '15 ip: 62.117.213.247

Name: Mayra Jiménez

Title: Musicians and Audio Producer. M.A. Global Entertainment and Music Business

Organization/Artist Name: Mayra Jiménez

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Crystal Joy Smith Contact Information Redacted Nov 23 '15 ip: 24.151.91.123

Name: Crystal Joy Smith

Title: songwriter, singer, pianist

Organization/Artist Name: Crystal Joy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 112.209.156.149

Name: Erick Fabian

Title: Mr.

Organization/Artist Name: CERUMENTRIC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 24 '15 ip: 129.59.154.192

Name: Steven Dunning

Title: Violinist, Library assistant

Organization/Artist Name: Steve Dunning

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 86.166.38.28

Name: ishani

Title: ishani

Organization/Artist Name: ishani

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 25 '15 ip: 99.41.81.226

Name: Andrew Ross

Title: Support for .MUSIC Community-based Application

Organization/Artist Name: Noble Giant

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Samantha Amundsen

Contact Information Redacted Nov 23 '15 ip: 174.17.160.204

Signature:

Name: Samantha Amundsen

Title: Music Lover

Organization/Artist Name: SamJammer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 70.79.149.149

Name: Craig Schibli

Title: M

Organization/Artist Name: Opus Arise

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Adam Cignatta Contact Information Redacted Nov 24 '15 ip: 70.199.129.74

Name: Adam Cignatta

Title: Not into the whole brevity thing man.

Organization/Artist Name: Adam Cignatta

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 71.50.158.244

Name: David Wise

Title: CSR

Organization/Artist Name: Facebook

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Joshua David Lehr Contact Information Redacted Nov 23 '15 ip: 50.164.41.194

Name: Joshua David Lehr

Title: N/A

Organization/Artist Name: N/A

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Amy I. Anderson Contact Information Redacted Nov 24 '15 ip: 67.243.36.190

Name: Amy Irene Anderson

Title: Ms.

Organization/Artist Name: Ladybird (NY)/Erayna Cranston

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 22 '15 ip: 131.111.5.38

Name: Daniel Duffy

Title: Mr

Organization/Artist Name: Daniel Duffy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 136.1.1.113

Name: Kevin B. O'Brien

Title: None

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 93.232.17.159

Name: achim schlafke

Title: none

Organization/Artist Name: Craig Mellons

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Braescu Ovidiu

Signature: Contact Information Redacted Nov 23 '15 ip: 86.127.194.114

Name: Braescu Ovidiu

Title: computer programmer

Organization/Artist Name: IMOGEN HEAP

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

M. Cochrane

Signature: Contact Information Redacted Nov 23 '15 ip: 109.111.205.34

Name: Matthew Cochrane

Title: Sound editor, composer and tutor.

Organization/Artist Name: Freelance / Access to Music Birmingham

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

November 9, 2015

Re: Over 400 new Support Letters for DotMusic's .MUSIC Community-Based Application (Application ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit ("EIU"),

Please accept the attached, over 400 new Letters of Support for DotMusic Limited and its .MUSIC mult-stakeholder, community-based application with ID 1-1115-14110.[1] We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation ("CPE") process. If there are any issues verifying any of the Letters, please do not hesitate to contact us.

As per the ICANN CPE FAQ,[2] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
Contact Information Redacted

Website: http:/www.music.us
Email: Contact Information Redacted
Supporting Organizations: http://www.music.us/supporters
Multi-Stakeholder Governance Board: http://www.music.us/board

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 166.176.186.120

Name: James Cachero

Title: Owner

Organization/Artist Name: Sarcastic Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Lauren Kay Manning Contact Information Redacted Nov 3 '15 ip: 70.188.231.135

Name: Lauren Kay Manning

Title: Music Artist

Organization/Artist Name: Lauren Kay Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 38.106.45.2

Name: Mickey Estrada

Title: Musician

Organization/Artist Name: Mickey Estrada

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Andrus Brimidge Contact Information Redacted Nov 3 '15 ip: 70.193.138.40

Name: Andrus Brimidge

Title: /artist/songwriter

Organization/Artist Name: Spyse /Andrus dewayne

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Yungji Contact Information Redacted Nov 3 '15 ip: 128.177.161.167

Name: Yung ji

Title: Artist

Organization/Artist Name: Est90'sEnt

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 148.100.159.232

Name: Ryan Clark

Title: Ryan Clark

Organization/Artist Name: Ryan Clark

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 76.104.30.72

Name: Alex Zorychta

Title: Musician

Organization/Artist Name: Acoustic flaws

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: ~33~ Contact Information Redacted Nov 3 '15 ip: 84.93.60.186

Name: Zach Lawrence

Title: N/A

Organization/Artist Name: Zz Wave

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Daniel L. Brice

Signature: Contact Information Redacted Nov 3 '15 ip: 66.87.64.71

Name: Daniel L.Brice

Title: CEO/producer/artist

Organization/Artist Name: Crownd Prinz Entertainment/ Lyrikill Akrobatikz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Warren Casey Malanuk

Contact Information Redacted Nov 3 '15 ip: 166.137.99.240

Signature:

Name: Warren Casey Malanuk

Title: Warren Casey Malanuk

Organization/Artist Name: The Shoelaces

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 3 '15 ip: 66.87.113.5

Name: John Morton

Title: Musician

Organization/Artist Name: Blue Phoenix Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 24.126.94.148

Name: paul michael smith

Title: artist

Organization/Artist Name: paul michael smith

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: A.Oti Contact Information Redacted Nov 3 '15 ip: 2.220.27.131

Name: Andrew Oti

Title: Mr

Organization/Artist Name: ARVO

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kooltuga Contact Information Redacted Nov 3 '15 ip: 213.228.181.43

Name: Antonio Oliveira

Title: Kooltuga

Organization/Artist Name: Kooltuga

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 139.218.216.110

Name: Paul

Title: Paul Clayton

Organization/Artist Name: SUBDUFUZE

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Wayne Zaccheus Bacchus

Contact Information Redacted Nov 3 '15 ip: 151.202.109.87

Signature:

Name: Wayne Zaccheus Bacchus

Title: Gospel reggae and Soca artist

Organization/Artist Name: Zaccheus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Matthew Smith

Signature: Contact Information Redacted Nov 3 '15 ip: 172.56.16.25

Name: Matthew smith

Title: Mr

Organization/Artist Name: Necromancers

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 128.255.134.166

Name: Susan Dirks

Title: Susan

Organization/Artist Name: Greg and Susan Dirks

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 86.137.46.245

Name: Baz Brennan

Title: Mr

Organization/Artist Name: BarryTones

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 3 '15 ip: 41.57.19.67

Name: pule joseph

Title: mokone

Organization/Artist Name: LpkDaGroupie

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 3 '15 ip: 146.129.251.56

Name: Steve Miller

Title: Mr. Steve Miller

Organization/Artist Name: Steve Miller

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Akram Attallah, ICANN President of Generic Domains Division;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

NiRocc Da RoccStar General

Contact Information Redacted Nov 3 '15 ip: 75.141.134.13

Signature:

Name: BYRON Lincoln

Title: Ceo

Organization/Artist Name: NiRocc Da RoccStar General

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Signature: Contact Information Redacted Nov 3 '15 ip: 94.246.49.94

Name: Carlos Cortes Leon

Title: productor

Organization/Artist Name: Voces del Sur

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: MGonzales Contact Information Redacted Nov 3 '15 ip: 104.204.114.231

Name: Matthew Gonzales

Title: Recording Artiste

Organization/Artist Name: Zawles

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redact Nov 3 '15 ip: 99.235.156.156

Name: Paola Vena

Title: Singer/Songwriter/composer

Organization/Artist Name: Msp.P w D'RYDMZ

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 3 '15 ip: 91.253.3.128

Name: Alessandro Azara

Title: Sir

Organization/Artist Name: Almuzura

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 157.242.223.253

Name: Madeline Sacks

Title: Madeline Sacks

Organization/Artist Name: Madeline Sacks

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 3 '15 ip: 75.162.138.77

Name: John Martin

Title: John Martin

Organization/Artist Name: John Martin

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: J Cali Contact Information Redacted Nov 3 '15 ip: 98.168.167.44

Name: Jeff Cali

Title: Vocalist/Writer

Organization/Artist Name: Munkie Gunn

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Paul Francis Contact Information Redacted Nov 3 '15 ip: 174.114.149.22

Name: Paul Francis

Title: Mr

Organization/Artist Name: FRANMAN

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 3 '15 ip: 108.40.59.181

Name: Damon Foreman

Title: CEO

Organization/Artist Name: DFMA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 73.22.140.51

Name: Antonio Rosario

Title: Mr.

Organization/Artist Name: Break The Atmosphere

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Ella Jackson Contact Information Redacted Nov 3 '15 ip: 107.77.160.23

Name: Ella Jackson

Title: Gospel Artist

Organization/Artist Name: Evangelist Ella Jackson

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 96.253.7.122

Name: Debra Mann

Title: Artist

Organization/Artist Name: Debra Mann

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Nigel Speas Contact Information Redacted Nov 3 '15 ip: 172.56.26.177

Name: Nigel Speas

Title: Ceo

Organization/Artist Name: Crown and Throne Production /Nyke Tha Checkman

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 3 '15 ip: 75.89.204.80

Name: David Garland

Title: Artist

Organization/Artist Name: Mista "O"

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 75.38.219.114

Name: John Harney

Title: Artist/Musician/Technologist

Organization/Artist Name: JHUnlimited L.L.C.

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Signature: JNavia3 Contact Information Redacted Nov 3 '15 ip: 49.180.129.177

Name: Jorge Navia

Title: Singer/Songwriter

Organization/Artist Name: Spanglish Productions

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 3 '15 ip: 172.56.30.80

Name: Sipulieni Makihele

Title: Singer

Organization/Artist Name: Diversifyd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 108.162.135.53

Name: Dustin Simpson

Title: Musician

Organization/Artist Name: Decay and the Retribution

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: T Valladares Contact Information Redacted Nov 3 '15 ip: 71.208.34.101

Name: T Valladares

Title: Singer Songwriter

Organization/Artist Name: T Valladares

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 173.183.80.196

Name: Brigitte Demeter

Title: Independent musician

Organization/Artist Name: Brigitte

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Signature: Rozmus Contact Information Redacted Nov 3 '15 ip: 208.94.241.162

Name: SYLWESTER ROZMUS

Title: Mr

Organization/Artist Name: Rozmus Records/ Super ride

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Tyler Larson Contact Information Redacted Nov 3 '15 ip: 173.190.138.89

Name: Tyler Larson

Title: Performer, producer, & songwriter

Organization/Artist Name: Tyler Larson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

DeAndre DeBose

Signature: Contact Information Redacted Nov 4 '15 ip: 97.87.202.238

Name: DeAndre DeBose

Title: Ceo engineer artist

Organization/Artist Name: Concreet Rec. DeBo Brown

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: quinton watson Contact Information Redacted Nov 4 '15 ip: 107.77.160.42

Name: quinton watson

Title: artist/producer/songwriter

Organization/Artist Name: M.Easy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 69.114.53.217

Name: Matt Como

Title: Bass Player

Organization/Artist Name: The Como Brothers Band / Como Brothers Band / Como Brothers

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Signature: Contact Information Redacted Nov 4 '15 ip: 69.114.53.217

Name: Andrew Como

Title: Guitar player

Organization/Artist Name: The Como Brothers Band / Como Brothers Band / Como Brothers

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: James F. Miller Sr. Contact Information Redacted Nov 3 '15 ip: 73.212.155.111

Name: James F. Miller Sr.

Title: Owner/Founder

Organization/Artist Name: House of Representativs Ent.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 1.152.97.12

Name: SHANE PARRY

Title: MR

Organization/Artist Name: THE GODDESS

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 184.32.9.44

Name: Linda Marie Noyes

Title: Musician,Composer,Arranger,Singer-Songwriter,Recording Artist,Producer,Publisher

Organization/Artist Name: LINDA NOYES

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 4 '15 ip: 98.26.160.100

Name: stephen rufty

Title: Dj composer remixer

Organization/Artist Name: Dazzboomer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 41.164.184.50

Name: Ashley Young

Title: Mr

Organization/Artist Name: Pagan-za

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 88.186.3.93

Name: Daniel COMBET

Title: Composer

Organization/Artist Name: No Keen Enterprise

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kai Ojala Contact Information Redacted Nov 4 '15 ip: 130.188.94.163

Name: Kai Ojala

Title: producer

Organization/Artist Name: Ambeyond

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kevin Oriol Contact Information Redacted Nov 4 '15 ip: 68.175.84.70

Name: Kevin Oriol

Title: Musician

Organization/Artist Name: Oriol Music Publishing

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Connie Taylor Contact Information Redacted Nov 4 '15 ip: 50.141.79.131

Name: connie taylor

Title: music producer

Organization/Artist Name: muzicboy beats

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kimberly Massey Contact Information Redacted Nov 4 '15 ip: 208.54.44.241

Name: Kimberly Massey

Title: Pop

Organization/Artist Name: Kimestry

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Dj Govind Contact Information Redacted Nov 4 '15 ip: 115.245.153.131

Name: Govind Dangi

Title: Dj Govind Patel

Organization/Artist Name: Dj Govind Patel

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 74.192.60.33

Name: Courtney Morgan

Title: President

Organization/Artist Name: Hop Records/Grand Police

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 50.206.48.250

Name: Natalia Schafer

Title: Miss.

Organization/Artist Name: Natalia Schafer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Andersen Silva Contact Information Redacted Nov 4 '15 ip: 108.162.38.131

Name: Andersen Silva

Title: singer/songwriter

Organization/Artist Name: Andersen Silva

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 81.149.223.132

Name: Ray Brodrick

Title: Mr

Organization/Artist Name: The Everglows

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: S.Hartwell Contact Information Redacted Nov 4 '15 ip: 172.56.1.84

Name: Shukri Hartwell

Title: Chief executive officer

Organization/Artist Name: Bos Life Entertainment/Gas up huncho

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 4 '15 ip: 202.134.145.238

Name: Ravikant

Title: Hip hop/rap

Organization/Artist Name: HASH

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 4 '15 ip: 213.249.141.130

Name: Jonathan Penn

Title: Mr

Organization/Artist Name: Jon Penn

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Juke Early Contact Information Redacted Nov 4 '15 ip: 70.199.194.198

Name: Juke Early

Title: songwriter

Organization/Artist Name: HomePlate Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Telecaster Ron

Signature: Contact Information Redacted Nov 3 '15 ip: 174.243.77.242

Name: ron tramel

Title: Lead Guitar

Organization/Artist Name: The KATZ , Ron Tramel (telecasterron)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Brian Michael Livingston

Contact Information Redacted Nov 4 '15 ip: 72.231.13.212

Signature:

Name: Brian Livingston

Title: Owner of B Michael L Promotions and B Michael L Music (digital music publishing)

Organization/Artist Name: B Michael L Promotions

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Ralph T. Carver Contact Information Redacted Nov 4 '15 ip: 99.185.48.245

Name: Ralph T. Carver

Title: Guitarist

Organization/Artist Name: Demons Within

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 95.23.235.8

Name: WiFi Yi Tong

Title: Singer/Songwriter Music Entertainment Artist

Organization/Artist Name: WiFi Yi Tong

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 107.107.57.249

Name: Dellian Sharp

Title: Artist

Organization/Artist Name: Deuce Ellis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Aireon D Brown

Signature: Contact Information Redacted Nov 4 '15 ip: 66.87.79.174

Name: Aireon D Brown

Title: Aire B aka Aire MaXx

Organization/Artist Name: AireMaXxMusic-Bizzy B ENT

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Tracy Taylor Contact Information Redacted Nov 4 '15 ip: 73.158.70.100

Name: Tracy Taylor

Title: Independent Artist

Organization/Artist Name: Lynn:Chaste

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Signature: Contact Information Redacted Nov 4 '15 ip: 98.223.205.141

Name: Jeff Williams

Title: Musician

Organization/Artist Name: China Ryder

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 80.111.41.39

Name: Paul Hulm

Title: Mr

Organization/Artist Name: Paul Hulm

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: BillyPryce Contact Information Redacted Nov 4 '15 ip: 157.203.254.2

Name: William Pryce

Title: Mr

Organization/Artist Name: Billy Pryce

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Devon Alston Contact Information Redacted Nov 4 '15 ip: 73.33.231.225

Name: Devon Alston

Title: Rap artist

Organization/Artist Name: C.U.B

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 108.81.5.42

Name: Ian Ridenhour

Title: Bandleader

Organization/Artist Name: Ian Ridenhour

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 208.54.86.129

Name: jeff bice

Title: founder

Organization/Artist Name: Voodoo Down

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 207.195.86.200

Name: Troy Patterson

Title: Mr.

Organization/Artist Name: Set to Flames

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eddie Biljan Contact Information Redacted Nov 4 '15 ip: 50.92.228.3

Name: Eddie Biljan

Title: Guitarist/ Label owner

Organization/Artist Name: Set Down Records/ No Withdraw

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Arema Arega Contact Information Redacted Nov 4 '15 ip: 188.84.6.28

Name: Arema Arega

Title: Señora

Organization/Artist Name: Arema Arega

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 166.170.30.255

Name: Matt Jenkins

Title: Guitarist, back up singer, bookings, manager, Art director

Organization/Artist Name: Tears Of Olympus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: WAYNE MULLER Contact Information Redacted Nov 4 '15 ip: 173.161.136.249

Name: Wayne Muller

Title: Writer / Musician

Organization/Artist Name: Wayne T Muller

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 72.27.183.119

Name: Victor A. Simpson

Title: Managing Director

Organization/Artist Name: Nubeat Entertainment Limited

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 199.79.112.40

Name: Jessica Kirkwood

Title: RN; Singer

Organization/Artist Name: Jessica Black

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 162.196.47.68

Name: Jiana Wessel

Title: Ms.

Organization/Artist Name: Jiana Wessel

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Handel McNeish

Signature: Contact Information Redacted Nov 4 '15 ip: 172.56.5.43

Name: Handel McNeish

Title: President

Organization/Artist Name: Sons of Mystro

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jimmy Sullivan Contact Information Redacted Nov 4 '15 ip: 99.59.167.101

Name: Jimmy Sullivan

Title: Mr.

Organization/Artist Name: STATE.of.CONFUZUN

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Albert Joseph Gleese, Jr.

Contact Information Redacted Nov 4 '15 ip: 129.137.199.164

Signature:

Name: Albert Joseph Gleese, Jr.

Title: composer

Organization/Artist Name: ASCAP

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Isaiah avery Contact Information Redacted Nov 4 '15 ip: 73.7.225.231

Name: Isaiah avery

Title: Arist

Organization/Artist Name: Indyfire

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Disfleshedy Contact Information Redacted Nov 4 '15 ip: 179.98.248.28

Name: Disfleshedy

Title: disfleshedy

Organization/Artist Name: Disfleshedy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Marc laflamme Contact Information Redacted Nov 4 '15 ip: 95.92.217.41

Name: Marc Laflamme

Title: Composer Music Educator

Organization/Artist Name: Marc Laflamme

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Darnell Johnson Contact Information Redacted Nov 4 '15 ip: 166.175.186.29

Name: Darnell Johnson

Title: Music Producer/Artist

Organization/Artist Name: TSEWDIM ENTERTAINMENT/D~BOY

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Cindy Teixeira Contact Information Redacted Nov 4 '15 ip: 50.197.93.89

Name: cindy teixeira

Title: manager/promotor

Organization/Artist Name: FallStreak

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Wade R Uglem- The Cellar Kings

Contact Information Redacted Nov 4 '15 ip: 75.149.159.105

Signature:

Name: Wade R Uglem

Title: Musician

Organization/Artist Name: The Cellar Kings

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 92.18.192.121

Name: Peter G Last

Title: Mr

Organization/Artist Name: PeterTheLast

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Signature: Contact Information Redacted Nov 4 '15 ip: 76.11.124.191

Name: Daniel Bevin

Title: Artist

Organization/Artist Name: Good Rockin' Dan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: John Sorrentino Contact Information Redacted Nov 4 '15 ip: 24.157.37.114

Name: John Sorrenitno

Title: Producer

Organization/Artist Name: T3RBO

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 4 '15 ip: 96.58.98.219

Name: Staci Smith

Title: musician/artist

Organization/Artist Name: Staci Smith

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 4 '15 ip: 166.170.30.255

Name: Chris Woodall

Title: Trumpet player / designer

Organization/Artist Name: Super Heavy Duty

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: H.Roberts Contact Information Redacted Nov 4 '15 ip: 172.56.30.95

Name: Harrold S Roberts

Title: C.E.O

Organization/Artist Name: Mac Muscles/ascap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

SoldierBlue Blue

Signature: Contact Information Redacted Nov 4 '15 ip: 76.30.80.66

Name: SoldierBlue Blue

Title: Mr.

Organization/Artist Name: Reverbnation

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mark Joseph Parsons Contact Information Redacted Nov 4 '15 ip: 46.7.1.174

Name: Mark Joseph Parsons

Title: Artist/Musician/Songwriter

Organization/Artist Name: MarkJoseph(Lennons-idol)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Gregory W. Pellegrino

Contact Information Redacted , Nov 4 '15 ip: 68.49.212.160

Name: Gregory Pellegrino

Title: Owner, Independent Artist

Organization/Artist Name: Pilgrim's Way

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Bobby Dee Contact Information Redacted Nov 4 '15 ip: 208.54.44.165

Name: Bobby Dee

Title: Nashville Recording Artist

Organization/Artist Name: Bobby Dee

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 86.46.214.157

Name: Pen eleapaí

Title: singer songwriter activist artist

Organization/Artist Name: Good Medicine with Peneleapaí

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 50.153.232.11

Name: Kristi Heaton

Title: Proprietor

Organization/Artist Name: Kristi Heaton Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 68.188.176.163

Name: Scott Baker

Title: Songwriter/musician

Organization/Artist Name: BMI

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Signature: Contact Information Redacted Nov 4 '15 ip: 71.219.36.76

Name: Carson Wolfe

Title: Musician

Organization/Artist Name: Vincent Draper

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Signature: Shawn foster Contact Information Redacted Nov 4 '15 ip: 96.25.80.36

Name: Shawn foster

Title: Ultimatetist

Organization/Artist Name: Shawn Casanova

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 66.108.27.173

Name: Margaret Sneddon

Title: Harpist

Organization/Artist Name: Harpist, Margaret Sneddon

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 107.138.20.84

Name: Lawrence G. Smith

Title: Outback studio Retired Inst TECT

Organization/Artist Name: Singer Songwriter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 99.8.76.141

Name: Dan Roark

Title: Owner

Organization/Artist Name: Chasing After Wind Publishing/Dan Roark

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

James "Jay Tizz" Thomas

Contact Information Redacted Nov 4 '15 ip: 66.87.83.229

Signature:

Name: James Thomas

Title: Mr.

Organization/Artist Name: Jay Tizz aka Yung Tizzle

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: norma d hernandez Contact Information Redacted Nov 4 '15 ip: 166.172.189.26

Name: norma hernandez

Title: singer

Organization/Artist Name: Luminara

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Nicholas Cabrera

Signature: Contact Information Redacted Nov 4 '15 ip: 128.123.226.234

Name: Nicholas Cabrera

Title: Artist

Organization/Artist Name: Tha Donz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 70.190.122.217

Name: Too2Deep

Title: Spoken Word Artist

Organization/Artist Name: Money Muzikk Digital Recording Label

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Amber-Nicole Watty Contact Information Redacted Nov 4 '15 ip: 107.136.50.94

Name: Amber-Nicole Watty

Title: Singer

Organization/Artist Name: The Broken Dolls

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 4 '15 ip: 68.93.107.44

Name: Don Landry

Title: Mr.

Organization/Artist Name: Don Landry

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 3 '15 ip: 124.191.9.194

Name: Kiara Jack

Title: Contact Information Redacted

Organization/Artist Name: Kiara Jack

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 24.206.68.40

Name: Dena Taylor

Title: Musician

Organization/Artist Name: Dena Taylor Music

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Ty Smith Contact Information Redacted Nov 4 '15 ip: 208.54.40.230

Name: Ty Smith

Title: Artist

Organization/Artist Name: LOXSMITH ENTERTAINMENT

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: J-EVA Contact Information Redacted Nov 4 '15 ip: 73.216.215.24

Name: Jonathan J-EVA Chambers

Title: Owner/Artist

Organization/Artist Name: Till The Death Of Me Records LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Dr. Karen L. Thomas

Contact Information Redacted Nov 4 '15 ip: 68.238.239.2

Name: Dr. Karen L. Thomas

Title: Artist

Organization/Artist Name: Komposer MD 9TH Eye in The Quad Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 4 '15 ip: 97.81.61.254

Name: Antonio Burns

Title: Producer

Organization/Artist Name: Dee Forthy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 71.86.91.230

Name: Bryan c osborne

Title: Mr

Organization/Artist Name: 5 Head Kickplate

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Signature: Contact Information Redacted Nov 4 '15 ip: 161.221.87.4

Name: justin wayne elkins

Title: singer

Organization/Artist Name: Queen Anne's Revenge

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 70.197.234.65

Name: Ken Markham

Title: o/o

Organization/Artist Name: all earth services

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Signature: N.p. shilenge Contact Information Redacted Nov 4 '15 ip: 197.77.182.192

Name: Nokwethemba Shilenge

Title: Miss

Organization/Artist Name: Nokss Shilenge

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Steve Hendren

Signature: Contact Information Redacted Nov 4 '15 ip: 72.194.88.79

Name: Steve Hendren

Title: Keyboardist

Organization/Artist Name: Bluez Shadow Band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 4 '15 ip: 66.87.125.168

Name: William paige

Title: Rapper

Organization/Artist Name: Birdman

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Signature: kenneth m. folcik Contact Information Redacted Nov 4 '15 ip: 50.154.2.66

Name: kenneth m. folcik

Title: singer/songwriter

Organization/Artist Name: alt43

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 70.208.7.50

Name: Rev. Dr. Zoli Althea Browne

Title: ownwer

Organization/Artist Name: ZoliArt Companies LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Donald Williams (DC Calified)

Contact Information Redacted Nov 4 '15 ip: 172.56.17.246

Signature:

Name: Donald Williams Jr

Title: Rap Artist, Producer

Organization/Artist Name: DC Calified

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 50.46.211.101

Name: Mark Quinn Warren

Title: DrMorq

Organization/Artist Name: Warren Project

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Tom Blackburn

Signature: Contact Information Redacted Nov 4 '15 ip: 24.22.12.138

Name: Tom Blackburn

Title: Mr.

Organization/Artist Name: Tom Blackburn

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 4 '15 ip: 71.229.104.191

Name: jackie arredondo

Title: artist

Organization/Artist Name: 5th Queen records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 98.243.193.253

Name: Harmonie Ponder

Title: Musicianm

Organization/Artist Name: Harmonie Ponder

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: upg Contact Information Redacted Nov 5 '15 ip: 105.3.160.118

Name: virgilio gamba

Title: amor

Organization/Artist Name: virgilio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Clint Rosario Contact Information Redacted Nov 5 '15 ip: 73.13.90.234

Name: Clint Rosario

Title: Frontman

Organization/Artist Name: Remember, Red

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 72.160.45.7

Name: Ben L Cerise

Title: Owner

Organization/Artist Name: Hageman Builders

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Josh K. Contact Information Redacted Nov 5 '15 ip: 59.101.72.157

Name: Joshua K.

Title: Mr.

Organization/Artist Name: J. Tomic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Phillip Lollar Contact Information Redacted Nov 5 '15 ip: 96.31.208.138

Name: Phillip E. Lollar

Title: Mr.

Organization/Artist Name: Blured Speech

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 151.55.143.85

Name: Andrea Bochi

Title: Mr

Organization/Artist Name: Methedras

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 4 '15 ip: 86.177.20.92

Name: Dave Nicholls

Title: Mr

Organization/Artist Name: Dave Nicholls Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Stefan Boeykens Contact Information Redacted Nov 5 '15 ip: 81.82.212.38

Name: Stefan Boeykens

Title: independent artist

Organization/Artist Name: stefkeB

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Abhijit Bose. Contact Information Redacted Nov 5 '15 ip: 203.171.247.50

Name: Abhijit Bose

Title: Owner

Organization/Artist Name: Deenga

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Zeferino Santos Contact Information Redacted Nov 5 '15 ip: 62.28.172.34

Name: Zeferino Carlos dos Reis Santos

Title: Musician

Organization/Artist Name: HASTE PUBLIKA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 194.73.224.226

Name: Ian Williams

Title: Mr

Organization/Artist Name: Broken Ring (Band)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Andrew covell Contact Information Redacted Nov 5 '15 ip: 162.226.229.123

Name: Andrew covell

Title: Solo artist and band leader (guitarist/vocalist)

Organization/Artist Name: Littlerunaway bryde

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Keith Corner

Signature: Contact Information Redacted Nov 5 '15 ip: 82.10.157.143

Name: Keith Corner

Title: Mr

Organization/Artist Name: Keith Corner

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 5 '15 ip: 47.22.38.229

Name: Alex

Title: Mr.

Organization/Artist Name: DJ-Haxor

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eugene Bujak Contact Information Redacted Nov 5 '15 ip: 195.16.110.167

Name: Eugene

Title: Mr.

Organization/Artist Name: HMage

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Signature: Contact Information Redacted Nov 5 '15 ip: 121.211.103.200

Name: Patto williams

Title: Mr

Organization/Artist Name: What8was4

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 97.125.161.127

Name: Jeremy Bendy

Title: Mr.

Organization/Artist Name: Jeremy Bendy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 5 '15 ip: 72.186.212.1

Name: Michael Vondracek

Title: music educator

Organization/Artist Name: klavier studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: ryan jackson Contact Information Redacted Nov 5 '15 ip: 98.19.191.42

Name: Ryan Jackson

Title: Artist

Organization/Artist Name: Ryan Jackson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ines goncalves Contact Information Redacted Nov 5 '15 ip: 86.153.219.90

Name: Ines goncalves

Title: Rafaela

Organization/Artist Name: Ines

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Samuel Alexandre

Signature: Contact Information Redacted Nov 5 '15 ip: 76.108.4.198

Name: Samuel Alexandre

Title: Independent Artist

Organization/Artist Name: 305fresh

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 173.176.213.82

Name: lea longo

Title: singer

Organization/Artist Name: sweet life music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Sarah E. Ross Contact Information Redacted Nov 4 '15 ip: 66.87.74.87

Name: Sarah E. Ross

Title: Miss

Organization/Artist Name: Sarah Ross Da Boss

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Christopher Jones Contact Information Redacted Nov 4 '15 ip: 98.24.244.220

Name: Christopher Jones

Title: C.E.O

Organization/Artist Name: Cment Boot Music Group

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 108.202.66.196

Name: Terrence Bailey

Title: Recording Artist

Organization/Artist Name: Gift Da God

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Signature: Contact Information Redacted Nov 5 '15 ip: 92.153.230.132

Name: pettier

Title: ok

Organization/Artist Name: Jerome F.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 114.198.111.97

Name: Cameron Twomey

Title: Mr

Organization/Artist Name: Camsown Recordings

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Charmar Drake

Signature: Contact Information Redacted Nov 5 '15 ip: 172.56.3.230

Name: Charmar Drake

Title: Artist

Organization/Artist Name: Swagga Aka Mr Aka

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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William O. Lowe

Signature: Contact Information Redacted Nov 5 '15 ip: 107.77.160.21

Name: William O. Lowe

Title: Artist

Organization/Artist Name: T-Lo tha Titan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Dhruva Aliman

Signature: Contact Information Redacted Nov 5 '15 ip: 172.91.119.10

Name: Dhruva Aliman

Title: Composer

Organization/Artist Name: Dhruva Aliman

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Signature: Justin Daun Contact Information Redacted Nov 5 '15 ip: 163.11.43.140

Name: Justin Daun

Title: Producer

Organization/Artist Name: Daunpatrol Recording Studios

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Quadarious Jones Contact Information Redacted Nov 5 '15 ip: 172.56.21.103

Name: Quadarious Jones

Title: The High School Dropout

Organization/Artist Name: Quad

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Bryan Bell Contact Information Redacted Nov 5 '15 ip: 24.181.215.220

Name: Bryan Bell

Title: Mr. Bryan Bell

Organization/Artist Name: Bryan Divisions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Guy Stefan Contact Information Redacted Nov 5 '15 ip: 192.0.188.102

Name: Guy "Tru" Stefan

Title: Singer-Songwriter

Organization/Artist Name: Guy (aka Trubard) Stefan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 5 '15 ip: 112.134.41.182

Name: jinaruwan atapattu

Title: abc

Organization/Artist Name: jinaruwan atapattu

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Signature: Contact Information Redacted Nov 5 '15 ip: 75.65.18.112

Name: Elise Clifton

Title: Independent singer, songwriter, recording artist

Organization/Artist Name: Gail Elise Clifton and the DeSoto Combo

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Echenkay Contact Information Redacted Nov 5 '15 ip: 175.110.211.128

Name: Humza Khizar

Title: Rapper

Organization/Artist Name: Echenkay

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 66.108.27.173

Name: William Sneddon

Title: Musician

Organization/Artist Name: William Sneddon

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: F.E.Lopez Contact Information Redacted Nov 5 '15 ip: 162.205.2.161

Name: frank e,lopez

Title: independant artist

Organization/Artist Name: eddielopezz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 170.20.200.56

Name: Robert Hill

Title: Artist

Organization/Artist Name: Robert Hill

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 4 '15 ip: 173.64.2.10

Name: Benjamin Kiles

Title: Greener grass

Organization/Artist Name: Kyle Benjamin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Justin Ray Contact Information Redacted Nov 5 '15 ip: 70.196.88.147

Name: Justin Thomas ray

Title: Music

Organization/Artist Name: Justin Ray

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jim Sigle Contact Information Redacted Nov 5 '15 ip: 50.76.155.1

Name: Jim Sigle

Title: Musician

Organization/Artist Name: Jim Sigle

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 75.154.181.99

Name: Pat Bateman

Title: Singer/songwriter/musician

Organization/Artist Name: Otis Kry

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 128.151.131.144

Name: Paul B Farrell

Title: Music Producer

Organization/Artist Name: paulofcreation

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 5 '15 ip: 76.93.169.116

Name: Yahsimi Dehyah

Title: Owner/artist

Organization/Artist Name: Italist creations

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 5 '15 ip: 184.100.246.166

Name: David Hill

Title: N/A

Organization/Artist Name: Dave & Melody Hill

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 205.197.242.141

Name: Mark Jones

Title: Mr

Organization/Artist Name: Sterling Springs

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: S.Khoza Contact Information Redacted Nov 5 '15 ip: 197.77.9.254

Name: Sethu Khoza

Title: Mr

Organization/Artist Name: Pimping

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Frank Owen Contact Information Redacted Nov 5 '15 ip: 75.173.69.71

Name: Frank Owen

Title: Musician

Organization/Artist Name: Quad Country Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 5 '15 ip: 66.177.26.158

Name: Julian Russell

Title: SInger, songwriter, Guitarist

Organization/Artist Name: Blak Kat Music Julian Russell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 23.113.40.117

Name: Barry Littler

Title: Composer

Organization/Artist Name: Barry Littler

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Debra Alexander

Signature: Contact Information Redacted Nov 4 '15 ip: 69.158.153.2

Name: Debra Alexander

Title: Creative Director

Organization/Artist Name: Word Maven Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Russ Lake Contact Information Redacted Nov 5 '15 ip: 76.254.14.237

Name: Russ Lake

Title: Founder

Organization/Artist Name: Out Of Plumb

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Cher C Jackson Contact Information Redacted Nov 5 '15 ip: 70.127.233.199

Name: Cher Jackson

Title: CEO of Not Your aVerage Jipsy Music

Organization/Artist Name: Mystikjipsy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Vincent Lars / Izaac Gerard

Contact Information Redacted Nov 5 '15 ip: 70.214.7.246

Signature:

Name: Vincent Lars

Title: CEO

Organization/Artist Name: NuMagine Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: RONNECA SANCHEZ Contact Information Redacted Nov 4 '15 ip: 67.239.101.14

Name: ronneca sanchez

Title: miss

Organization/Artist Name: RIDICULAS TRIXX

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Les Banks

Signature: Contact Information Redacted Nov 5 '15 ip: 94.196.234.69

Name: Les Banks

Title: Owner/Founder

Organization/Artist Name: Les Banks Music

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mark R Lightcap Contact Information Redacted Nov 5 '15 ip: 38.80.248.203

Name: Mark R Lightcap

Title: Songwriter

Organization/Artist Name: Bad Daddy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

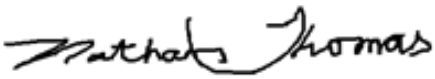

Signature: Contact Information Redacted Nov 5 '15 ip: 206.177.43.73

Name: Nathan Thomas

Title: Singer/Songwriter

Organization/Artist Name: Thane

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 72.47.75.90

Name: Dennis Reed

Title: musician

Organization/Artist Name: Mr. Bear Reed

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Trushone Paige Contact Information Redacted Nov 5 '15 ip: 192.189.187.106

Name: Trushone Paige

Title: Owner

Organization/Artist Name: TruPoetry

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Signature: Carl Phillpotts Contact Information Redacted Nov 5 '15 ip: 199.119.233.244

Name: Carl Phillpotts

Title: Mr

Organization/Artist Name: PB TYL

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: patrickbacon Contact Information Redacted Nov 5 '15 ip: 170.213.2.73

Name: patrick bacon

Title: san diego artist

Organization/Artist Name: California polo bands

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 3 '15 ip: 84.210.220.157

Name: Øyvind Finne

Title: Support

Organization/Artist Name: Finne Studios, Final Visitation

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Joseph M. O'Malley Contact Information Redacted Nov 5 '15 ip: 98.232.66.59

Name: Joseph M. O'Malley

Title: Musician

Organization/Artist Name: Solo/Roadside Attraction

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: matthew nikolaychuk Contact Information Redact Nov 5 '15 ip: 24.114.40.146

Name: matthew nikolaychuk

Title: Mr

Organization/Artist Name: Dreadevil

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eugene Bryant IV Contact Information Redacted Nov 5 '15 ip: 205.197.253.194

Name: Eugene Bryant IV

Title: my support

Organization/Artist Name: IVTH GENERATION RECORDS Epivthewiseman

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Rhonda Denet Contact Information Redacted Nov 5 '15 ip: 108.35.46.232

Name: Rhonda Denet

Title: Vocalist, Songwriter, Band Leader

Organization/Artist Name: Rhonda Denet Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Heather R. Stenner Contact Information Redacted Nov 5 '15 ip: 8.36.226.76

Name: Heather Stenner

Title: Owner

Organization/Artist Name: Enthusic Music Company, LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Valentin Contact Information Redacted Nov 5 '15 ip: 188.162.65.20

Name: Valentin

Title: Bassist

Organization/Artist Name: ASEA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: basicbluesjones Contact Information Redacted Nov 5 '15 ip: 86.28.242.219

Name: basicbluesjones

Title: jones

Organization/Artist Name: basicbluesjones

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: NRRao Contact Information Redacted Nov 5 '15 ip: 106.51.26.152

Name: Navneet Rao

Title: Musician, Music Producer

Organization/Artist Name: Navneet Rao, ChandBibi and the Waste Candidates, various artists

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Terry Ashley Contact Information Redacted Nov 5 '15 ip: 174.243.86.236

Name: Terry Ashley

Title: Mr.

Organization/Artist Name: Tragic Heights

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redact Nov 5 '15 ip: 73.181.80.213

Name: Erik Nelson

Title: Musician/Songwriter

Organization/Artist Name: Erik Nelson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 66.213.10.211

Name: WAYNE ADKINS

Title: C.E.O. of CRYSTAL AXXE

Organization/Artist Name: Wayne Adkins / CRYSTAL AXXE

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 70.192.214.11

Name: Rashid Latta

Title: Owner

Organization/Artist Name: Shid Latta

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 5 '15 ip: 96.46.203.155

Name: Sean Hully

Title: Musician

Organization/Artist Name: Bird House Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 47.19.212.198

Name: Lance Doss

Title: Owner

Organization/Artist Name: The Sidney green Street Band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: JGBrodie Contact Information Redacted Nov 5 '15 ip: 210.48.190.36

Name: James Brodie (The Urge)

Title: Mr

Organization/Artist Name: Ivy Blue

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: James Embry IV Contact Information Redacted Nov 3 '15 ip: 123.255.129.225

Name: James Embry IV

Title: Singer/Songwriter

Organization/Artist Name: Publik Transit, LLC/Royal Blue Suede

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 5 '15 ip: 70.197.128.24

Name: Lee Neese

Title: Mr

Organization/Artist Name: August Never Sleeps

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Eon Hart Contact Information Redacted Nov 5 '15 ip: 105.226.206.124

Name: Eon Hart

Title: Mr

Organization/Artist Name: Eon Hart-Praisejam Productions/Vibetribe Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jackson Esposito Contact Information Redacted Nov 5 '15 ip: 166.173.60.80

Name: Jackson Esposito

Title: .

Organization/Artist Name: Shwoops/MessoreM

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 5 '15 ip: 45.47.195.75

Name: Jimmy Johnson

Title: Vocal/guitars

Organization/Artist Name: Cime/envision this

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jerry M. Zucker Contact Information Redacted Nov 5 '15 ip: 67.107.249.138

Name: Jerry M. Zucker

Title: Partner

Organization/Artist Name: Monday Blues Jazz Orchestra, LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Signature: Contact Information Redacted Nov 5 '15 ip: 63.241.111.230

Name: Don Elliker

Title: Mr

Organization/Artist Name: Don Elliker

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted , Nov 5 '15 ip: 69.160.110.37

Name: Rory Miller

Title: Producer, Songwriter

Organization/Artist Name: Porta Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Contact Information Redacte

Signature: Nov 5 '15 ip: 50.177.47.17

Name: George Guinane

Title: CEO WVG Corp Boston Ma.

Organization/Artist Name: ASCAP / George Thomas

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Signature: Lily Smith Contact Information Redacted Nov 5 '15 ip: 166.175.186.130

Name: Lily Smith

Title: Lily Alice

Organization/Artist Name: Lily Alice

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 31.75.233.102

Name: David Baker

Title: Mr

Organization/Artist Name: Paradise Scientist

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 69.95.195.32

Name: Michael Karr

Title: Entertainer/Recording Artist

Organization/Artist Name: Karr Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 128.177.161.154

Name: Joseph Macias

Title: Hip Hop Artist

Organization/Artist Name: Joseph AM

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Aric Ballard Contact Information Redacted Nov 5 '15 ip: 50.153.223.133

Name: Aric Ballard

Title: Arist

Organization/Artist Name: WiTTa A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 101.173.196.175

Name: Tom

Title: Flood

Organization/Artist Name: BluesAngels

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: S.Merrick D-F Contact Information Redacted Nov 5 '15 ip: 174.90.222.230

Name: Sean Merrick Desroches-Fenton

Title: Mr.

Organization/Artist Name: Minstrel

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ashley Cham Contact Information Redacted Nov 5 '15 ip: 107.107.57.80

Name: Ashley Cham

Title: Vocalist

Organization/Artist Name: Mannequin Action

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 109.246.12.210

Name: Aman Vanjani

Title: Mr

Organization/Artist Name: Backclash

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

BACK MEDIO

Signature: Contact Information Redacted Nov 5 '15 ip: 90.193.208.3

Name: BACK MEDIO

Title: MR

Organization/Artist Name: BACK MEDIO

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Carlitos ortizypino Contact Information Redacted Nov 5 '15 ip: 70.210.225.47

Name: Carlitos ortiz y Pino

Title: Illmatic

Organization/Artist Name: ILL-Matic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Michael Tate Jr.

Signature: Contact Information Redacted Nov 5 '15 ip: 107.133.169.22

Name: Michael Tate Jr.

Title: Singer Song Writer

Organization/Artist Name: WatchMT

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Marrio Cowan

Signature: Contact Information Redacted Nov 5 '15 ip: 216.4.56.146

Name: Marrio Cowan

Title: Artist

Organization/Artist Name: Reothedon

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Christopher Norton Contact Information Redacted Nov 5 '15 ip: 50.178.206.235

Name: Christopher Norton

Title: Artist/label

Organization/Artist Name: When the smoke clears

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 71.70.241.37

Name: Peter Smith

Title: Mr

Organization/Artist Name: CityFolk Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 5 '15 ip: 166.170.29.47

Name: Andrew Vernon

Title: Bass Guitarist

Organization/Artist Name: Slave Dog

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mical Peri Contact Information Redacted Nov 5 '15 ip: 174.56.127.112

Name: Mical Peri

Title: Publisher-Composer

Organization/Artist Name: Wise Way Publishing

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 24.242.131.114

Name: kenny young

Title: self

Organization/Artist Name: kenny young

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 123.21.157.115

Name: Ho Minh Duc

Title: Mr

Organization/Artist Name: Fan Studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jürgen Joherl Contact Information Redacted Nov 5 '15 ip: 81.205.194.209

Name: Jürgen Joherl

Title: Freelance Bassist & Instrumental Composer

Organization/Artist Name: Jürgen Joherl

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Tony Brehm Contact Information Redacted Nov 5 '15 ip: 99.14.184.252

Name: Tony Brehm

Title: Singer-Songwriter-Recording Artist

Organization/Artist Name: Needles Eye Music(BMI) Tony Brehm

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 166.173.186.57

Name: Andrew P Warner

Title: Mr.

Organization/Artist Name: DRE T.P.M

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: douglas q Schabell Contact Information Redacted Nov 5 '15 ip: 75.107.18.151

Name: douglas schabell

Title: Artist- Singer songwriter

Organization/Artist Name: Doug Schabell

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 3DKane Contact Information Redacted Nov 5 '15 ip: 77.234.44.138

Name: Kane

Title: Producer

Organization/Artist Name: 3DK Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 71.15.213.46

Name: Stefan Werner Zwahlen

Title: Guitarist

Organization/Artist Name: As yet TBD

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 67.243.167.247

Name: Jamel DePaulitte

Title: Artist

Organization/Artist Name: MeLLzS

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Shania Blake Contact Information Redacted Nov 5 '15 ip: 76.122.218.160

Name: Shania Blake

Title: N/A

Organization/Artist Name: N/A

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 4 '15 ip: 98.210.230.32

Name: Joe Tate

Title: Band Leader

Organization/Artist Name: The Hippie Voices

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Charles E. Barnes III

Contact Information Redacted

Nov 6 '15 ip: 192.198.232.70

Name: Charles E Barnes III

Title: CEO

Organization/Artist Name: 4EP/GrimI.E. Records/NuNu

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jordana LéSesne Contact Information Redacted Nov 6 '15 ip: 98.203.161.168

Name: Jordana LéSesne

Title: Artist/Producer/DJ

Organization/Artist Name: Jordana aka 1.8.7

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 24.99.64.223

Name: Adam L McKnight

Title: Artist

Organization/Artist Name: Adam L McKnight

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: JJ Stonewall Contact Information Redacted Nov 6 '15 ip: 70.214.38.2

Name: JJ Stonewall

Title: Singer/Songwriter

Organization/Artist Name: JJ Stonewall

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 97.47.68.75

Name: Rufus Tune

Title: Musician/Songwriter

Organization/Artist Name: Tunaduck Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Rawnsheta Hurt

Signature: Contact Information Redacted Nov 6 '15 ip: 66.87.65.180

Name: Rawnsheta Hurt

Title: Writer, lyricist, Artist and performer

Organization/Artist Name: CheetahCc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 24.90.197.200

Name: Mike Brown

Title: President

Organization/Artist Name: NWSPR

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 74.140.218.192

Name: Hunter Folks

Title: Mr.

Organization/Artist Name: Scipher

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eugene Williams Contact Information Redacted Nov 6 '15 ip: 172.56.20.170

Name: Eugene Williams

Title: stand up for music

Organization/Artist Name: Geno Brown

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 6 '15 ip: 91.66.80.27

Name: Rory MacLeod

Title: Mr

Organization/Artist Name: Rory MacLeod Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 107.14.25.33

Name: William (T Sioux Ha Sapa)Mayo

Title: Bandleader

Organization/Artist Name: Ha Sapa Band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Geert Van Assche

Signature: Contact Information Redacted Nov 6 '15 ip: 84.196.181.106

Name: Geert Van Assche

Title: Mister

Organization/Artist Name: TuesdayAfteR8

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Connor Daniel Contact Information Redacted Nov 6 '15 ip: 82.132.223.94

Name: Connor Daniel

Title: Producer / Singer Songwriter

Organization/Artist Name: UHURU MUSIC UK

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: PRBakerJones Contact Information Redacted Nov 6 '15 ip: 95.150.97.46

Name: Roy Jones

Title: Mr

Organization/Artist Name: Red Beat - dRedzilla - Roy Jones(artist) - Bounce Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: dshen Contact Information Redacted Nov 6 '15 ip: 220.239.35.242

Name: Daniel Shen

Title: Mr

Organization/Artist Name: Daniel Shen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Luiz Carlos Cunha Contact Information Redacted Nov 6 '15 ip: 101.162.23.130

Name: Luiz Carlos Cunha

Title: Mr

Organization/Artist Name: reverbnation.com/lcc1

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 112.207.189.209

Name: Herlyjem G. Gabuya

Title: Music artist

Organization/Artist Name: Jem Herly

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Journae King Contact Information Redacted Nov 6 '15 ip: 66.87.121.232

Name: Journae king

Title: artist

Organization/Artist Name: smiley rose

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 6 '15 ip: 73.39.20.133

Name: Valerie Leonhart Smalkin

Title: Owner

Organization/Artist Name: Small King Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 6 '15 ip: 212.88.234.129

Name: Saulo Soneghet

Title: Mr

Organization/Artist Name: Vagabundos

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 95.144.68.22

Name: Nick Burman

Title: Mr

Organization/Artist Name: Nickburman.com

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Signature: miguelmontano Contact Information Redacted Nov 6 '15 ip: 208.54.35.184

Name: miguel montano

Title: musician

Organization/Artist Name: mmusicc77

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

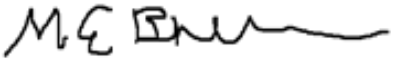

Signature: Contact Information Redacted Nov 6 '15 ip: 5.81.126.43

Name: Malcolm E Birtwell

Title: Mr

Organization/Artist Name: www.rockthelobster.com

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Anthony P. Marks Contact Information Redacted Nov 6 '15 ip: 68.55.28.240

Name: Anthony P. Marks

Title: CEO

Organization/Artist Name: PA Productions, LLC.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 111.216.25.204

Name: Brian Cullen

Title: Dr.

Organization/Artist Name: Brian Cullen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Nov 6 '15 ip: 104.169.16.25

Name: Scott Shannon

Title: Composer

Organization/Artist Name: Scott Shannon

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 6 '15 ip: 76.89.163.31

Name: Steve Pollastrini

Title: Mr.

Organization/Artist Name: Steve Pollastrini

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 73.131.113.179

Name: derrick perry

Title: singer/songwriter

Organization/Artist Name: SeQuan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Tony Ray Rodriguez Contact Information Redacted Nov 6 '15 ip: 66.90.203.198

Name: Tony Ray Rodriguez

Title: Mr.

Organization/Artist Name: Tony(t-ray)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 66.44.39.107

Name: bill baker band

Title: cool guy

Organization/Artist Name: bill baker

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 108.217.168.20

Name: Denney Renner

Title: Songwriter/performer

Organization/Artist Name: Denney Renner

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ernest Gregory Contact Information Redacted Nov 6 '15 ip: 172.56.28.5

Name: Ernest Gregory

Title: C.E.O.

Organization/Artist Name: K.C.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: davionwaugh Contact Information Redacted Nov 6 '15 ip: 63.143.116.180

Name: Davion Waugh

Title: Producer and recording artist

Organization/Artist Name: Blakk arsennick records/blakkar sennick

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 68.11.209.23

Name: David St Romain

Title: Owner

Organization/Artist Name: DSR Entertainment LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 75.133.88.233

Name: Penny Podjaske

Title: Musician

Organization/Artist Name: Oh Brother Big Sister

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Courtland Oliverires Contact Information Redacted Nov 6 '15 ip: 166.175.185.28

Name: COURTLAND OLIVERIRES

Title: Independent Artist

Organization/Artist Name: Keshun

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 140.153.68.94

Name: Brian Nelson

Title: Musician

Organization/Artist Name: Brian Nelson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: John R Gordon Contact Information Redacted Nov 6 '15 ip: 92.40.249.173

Name: John R Gordon

Title: Mr

Organization/Artist Name: jai-gantor

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: JennyMarie Fralin Contact Information Redacted Nov 6 '15 ip: 76.1.142.176

Name: JennyMarie Fralin

Title: Independent Recording Artist and Producer

Organization/Artist Name: JennyMarie

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jalen Darden Contact Information Redacted Nov 6 '15 ip: 159.118.34.249

Name: Jalen Darden

Title: Artist

Organization/Artist Name: J'BO ALMIGHTY

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Santaj Contact Information Redacted Nov 6 '15 ip: 50.150.247.158

Name: Santa j

Title: Respeto y amor

Organization/Artist Name: Fox

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Michael Stephens Contact Information Redacted Nov 6 '15 ip: 24.16.218.64

Name: Michael Stephens

Title: CEO

Organization/Artist Name: Blue Aries Entertainment / Mixxstylez

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 76.6.36.89

Name: maryann stefanik

Title: lysis singer song writer

Organization/Artist Name: indie musician reverbnation/msryann

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Linda Nicole Blair

Signature: Contact Information Redacted Nov 6 '15 ip: 24.113.66.129

Name: Linda Nicole Blair

Title: Assistant Director of Undergraduate Education

Organization/Artist Name: University of Washington, Tacoma

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 98.163.27.125

Name: Stephen J Guidus

Title: Musician

Organization/Artist Name: Steve Guidus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Paul Hagan Contact Information Redacted Nov 6 '15 ip: 72.49.175.167

Name: Paul Hagan

Title: Independent artist

Organization/Artist Name: Skiddleberry

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Signature: Ian Rice Contact Information Redacted Nov 6 '15 ip: 172.56.23.64

Name: Ian Rice

Title: Artist/Producer

Organization/Artist Name: iNFLiKT

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Paco Serrano Contact Information Redacted Nov 6 '15 ip: 189.252.69.63

Name: Paco Serrano

Title: Musician

Organization/Artist Name: Paco Serrano

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 6 '15 ip: 68.108.51.69

Name: John McEwan

Title: Singer, Guitarist,lyricist

Organization/Artist Name: Today Ends Tomorrow

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Steven M Richmond Contact Information Redacted Nov 6 '15 ip: 66.87.115.227

Name: Steve richmond

Title: manager

Organization/Artist Name: the whiteouts

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Evan Epperson Contact Information Redacted Nov 6 '15 ip: 24.143.41.247

Name: Evan Epperson

Title: Artist and Recording Engineer

Organization/Artist Name: Six Crows Studios/Evan Epperson and the Aviators

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Isaiah Trice

Signature: Contact Information Redacted Nov 6 '15 ip: 172.15.113.127

Name: Isaiah Trice

Title: N/A

Organization/Artist Name: Izzyonthebeats

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: c.chibwe Contact Information Redacted Nov 6 '15 ip: 94.116.155.39

Name: Chipapa Chibwe

Title: Mr

Organization/Artist Name: Young Chris Entertainment

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Signature: Paul Cassady Contact Information Redacted Nov 6 '15 ip: 63.228.32.241

Name: Paul Cassady

Title: singer-songwriter

Organization/Artist Name: standing waves

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: gboy Contact Information Redacted Nov 6 '15 ip: 197.210.225.24

Name: Goodluck

Title: mr

Organization/Artist Name: mrGboy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Lisa M. Kovacik

Signature: Contact Information Redacted Nov 6 '15 ip: 75.135.150.114

Name: Lisa M Kovacik

Title: Singer/songwriter

Organization/Artist Name: Lisa Waterbury

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 65.114.146.7

Name: Gordon K. Johnson

Title: Owner/Operator

Organization/Artist Name: GKJ Promotions / GOULASH

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Signature: Contact Information Redacted , Nov 6 '15 ip: 69.178.59.172

Name: Zachary Bordelon

Title: N/A

Organization/Artist Name: Tamerlane

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Signature: Contact Information Redacted Nov 6 '15 ip: 70.193.10.28

Name: Kevin Trexler

Title: Founder

Organization/Artist Name: Still The Storm

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Michael Lattanzio

Signature: Contact Information Redacted Nov 5 '15 ip: 74.108.79.190

Name: Mike Lattanzio

Title: Lead Drum Insructor

Organization/Artist Name: The Beat School

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Signature: Contact Information Redacted Nov 6 '15 ip: 108.42.66.142

Name: Rodger Reed

Title: Owner

Organization/Artist Name: Reed!

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Keenyo Contact Information Redacted Nov 6 '15 ip: 113.23.51.246

Name: Keenyo

Title: Keenyo Artist

Organization/Artist Name: Keenyo

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 216.165.152.226

Name: Scott Aumann

Title: Artist Support

Organization/Artist Name: 2 Girls Music LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 6 '15 ip: 80.175.71.191

Name: Kevin Brown

Title: CEO Gig Revolution Ltd

Organization/Artist Name: Gig Rev

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 73.42.136.119

Name: Neal Winter

Title: Manager

Organization/Artist Name: Feral Strain

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 6 '15 ip: 82.238.224.149

Name: JC BANCAIS

Title: Musician

Organization/Artist Name: Jaywalker6

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 142.255.20.112

Name: Ja Black

Title: Musician

Organization/Artist Name: FullSteam Production

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 66.87.115.71

Name: Jean Trent

Title: Solo Artist

Organization/Artist Name: Jean Trent Songs

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted , Nov 6 '15 ip: 68.16.73.130

Name: Rick Trace

Title: Singer Songwriter

Organization/Artist Name: Rick Trace

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Aubrey Teeter Contact Information Redacted Nov 6 '15 ip: 172.56.20.224

Name: Aubrey Teeter

Title: Singer/Songwriter

Organization/Artist Name: Aubrey Teeter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 208.54.87.157

Name: Shawn DeBerry

Title: Mr. Shawn DeBerry

Organization/Artist Name: Shawn DeBerry

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 6 '15 ip: 24.242.227.165

Name: Jake Lee

Title: Musician

Organization/Artist Name: Texas Jake Lee

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 76.126.146.104

Name: Tim Hayes

Title: mr

Organization/Artist Name: Tim Hayes

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 94.14.143.87

Name: Steve Anthony

Title: Mr

Organization/Artist Name: Steve Anthony

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Dion Willis Contact Information Redacted Nov 6 '15 ip: 166.175.63.9

Name: Dion Willis

Title: Manager

Organization/Artist Name: Main3v3nt

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 184.21.58.246

Name: Michael D. Burks

Title: Owner

Organization/Artist Name: Have Music Will Travel/MichaelD.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Wayne Perry Contact Information Redacted Nov 6 '15 ip: 156.57.168.139

Name: Waynne R Perry

Title: Classic Country And Bluegrass Performer

Organization/Artist Name: Country Rebel Wayne Perry

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 6 '15 ip: 66.87.96.74

Name: Derek Lamb

Title: Label Manager

Organization/Artist Name: WaveGod™ Audio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Zachary McElearney Contact Information Redacted Nov 6 '15 ip: 208.54.5.223

Name: Zachary McElearney

Title: the emcee

Organization/Artist Name: BPoz of Thee Lordz Army

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Joey Golumpus Contact Information Redacted Nov 6 '15 ip: 199.7.157.31

Name: Joey Golumpus

Title: Journalist/Musician

Organization/Artist Name: Joey Golumpus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: John W. Bailey Jr. Contact Information Redacted Nov 6 '15 ip: 73.50.112.24

Name: John W. Bailey Jr.

Title: Owner of SuperMayne Productions

Organization/Artist Name: SuperMayne Productions/John W. Bailey Jr.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 50.136.223.86

Name: mike osborn

Title: ind musician

Organization/Artist Name: mike osborn band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Adrian Hutcherson

Signature: Contact Information Redacted Nov 5 '15 ip: 166.170.45.7

Name: Adrian Hutcherson

Title: Marketing Manager /CEO

Organization/Artist Name: Adhmg.com

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Henry Mosqueda Contact Information Redacted Nov 6 '15 ip: 173.23.108.14

Name: Henry Mosqueda

Title: Musician

Organization/Artist Name: The California Redneck

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 124.148.29.77

Name: Paul Chantrill

Title: Musician producer

Organization/Artist Name: Acoustic Planet Music

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Signature: Contact Information Redacted Nov 6 '15 ip: 71.199.38.16

Name: Callie Moore

Title: Miss

Organization/Artist Name: My Fair Fiend

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: crowspeaks Contact Information Redacted Nov 6 '15 ip: 88.178.113.140

Name: mike dickman

Title: thewholekitankaboodle

Organization/Artist Name: crowspeaks / mike dickman / hobbitink

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Josh Hayden Contact Information Redacted Nov 6 '15 ip: 166.175.186.230

Name: Josh Hayden

Title: Singer songwriter performer

Organization/Artist Name: JT HAYDEN

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Ivor Anthony Namee Hamilton

Contact Information Redacted Nov 6 '15 ip: 72.252.232.111

Signature:

Name: Ivor Anthony Namee Hamilton

Title: Tranquiliti - Likkle Destiny Chessman Records(Ragga Zulu Riddim)2015

Organization/Artist Name: Ivor Anthony Namee Hamilton Aka Tranquiliti

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Dominic Davis Contact Information Redacted Nov 6 '15 ip: 172.56.0.126

Name: Dominic Davis

Title: Ceo

Organization/Artist Name: MoneyRiotGang Music GROUP/Nico Keys

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 6 '15 ip: 50.135.154.112

Name: C. A. Martin

Title: Guitarist

Organization/Artist Name: Christopher Martin

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ruffcut Anderson Contact Information Redacted Nov 6 '15 ip: 49.197.12.74

Name: Mark Anderson

Title: Ruffcut Anderson

Organization/Artist Name: Acoustic Union String Band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Rik Yerzik Contact Information Redacted Nov 6 '15 ip: 76.25.227.95

Name: Rik Yerzik

Title: Singer/Songwriter

Organization/Artist Name: RYME Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: jökull Contact Information Redacted Nov 6 '15 ip: 100.14.6.97

Name: jökull

Title: musician

Organization/Artist Name: jökull

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Damon Smith Contact Information Redacted Nov 5 '15 ip: 166.170.46.119

Name: Damon Smith

Title: Artist

Organization/Artist Name: K6Y

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 6 '15 ip: 24.228.62.166

Name: Frank Giliberti

Title: Founder

Organization/Artist Name: Aoeria Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 75.162.104.116

Name: Calvin Jackson

Title: Calvitron

Organization/Artist Name: Calvitron

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Nyjole Dyer Contact Information Redacted Nov 6 '15 ip: 71.226.130.166

Name: Nyjole Dyer

Title: Singer

Organization/Artist Name: NYJOLE Dyer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 50.153.11.35

Name: Richard Doyen

Title: Artist

Organization/Artist Name: Phil T Rich

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 6 '15 ip: 91.151.161.186

Name: chemmis porter

Title: producer

Organization/Artist Name: black lion entertainment

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 4 '15 ip: 174.65.129.164

Name: Gavyn Rings

Title: Gavyn

Organization/Artist Name: MC Rings

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: James W Blount, Jr Contact Information Redacted Nov 6 '15 ip: 172.56.17.108

Name: James W Blount Jr

Title: Psychic Jelly Beans

Organization/Artist Name: www.psychicjellybeans.com

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 73.222.80.86

Name: Steven Hope

Title: musician

Organization/Artist Name: The Wulvers

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Louis J McClendon Contact Information Redacted Nov 6 '15 ip: 172.56.14.220

Name: Louis J McClendon

Title: Mr

Organization/Artist Name: Trunk Muzik Ltd.©

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: sanketshirke Contact Information Redacted Nov 6 '15 ip: 1.186.37.4

Name: Sanket Shirke

Title: Music Composer And Singer

Organization/Artist Name: Sanket Shirke

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Riccardo Micalizzi Rossi

Contact Information Redacted Nov 7 '15 ip: 51.179.120.205

Signature:

Name: Riccardo Micalizzi Rossi

Title: FREE MUSIC

Organization/Artist Name: BREVENNA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 7 '15 ip: 72.22.144.51

Name: Stephen Lindley

Title: Artist

Organization/Artist Name: Phil Harmonic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 7 '15 ip: 74.75.244.53

Name: Ed Davis

Title: Bass player

Organization/Artist Name: Slygo Road

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Ted Brannon

Signature: Contact Information Redacted Nov 7 '15 ip: 98.215.216.147

Name: Ted Brannon

Title: Admiral

Organization/Artist Name: Go! Tsunami

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Michael Pettes

Signature: Contact Information Redacted Nov 7 '15 ip: 75.173.34.183

Name: Michael Pettes

Title: Rapper

Organization/Artist Name: Big News Ent. / MIC GUTTA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Laura Anderson (Wood)

Contact Information Redacted Nov 7 '15 ip: 97.80.123.45

Signature:

Name: Laura Anderson Wood

Title: Musician

Organization/Artist Name: LA WOOD

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 7 '15 ip: 73.18.155.167

Name: ivan williams

Title: big ive

Organization/Artist Name: big ive

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Signature: Contact Information Redacted Nov 6 '15 ip: 66.65.73.42

Name: Shashank Gopikrishna

Title: Mr.

Organization/Artist Name: Shashank Gopikrishna

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: cedriccox Contact Information Redacted Nov 7 '15 ip: 24.242.216.124

Name: cedriccox

Title: BFG

Organization/Artist Name: CortezBFG

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 7 '15 ip: 99.156.174.68

Name: Dave Afflerbach

Title: Songwriter

Organization/Artist Name: Dave Afflerbach

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 7 '15 ip: 170.253.215.249

Name: Darren Byles

Title: Mr.

Organization/Artist Name: DSharp Beats

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Chris Story Contact Information Redacted Nov 7 '15 ip: 70.197.167.23

Name: Chris Story

Title: Independent Artist

Organization/Artist Name: Chris Story

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 7 '15 ip: 174.29.20.70

Name: William McKay

Title: Songwriter/ composer

Organization/Artist Name: Snoring Dog Music/ William McKay

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Alma Collins

Signature: Contact Information Redacted Nov 7 '15 ip: 24.8.32.244

Name: Alma Collins

Title: performer

Organization/Artist Name: Magpie Zero/ MaryALma

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 7 '15 ip: 108.45.58.201

Name: Denny Jenkins

Title: Founder

Organization/Artist Name: Spirit 2 Spirit Message Music Ministry Communications, Inc.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 7 '15 ip: 65.186.66.233

Name: Adam Byrd

Title: Singer/Songwriter/Publisher

Organization/Artist Name: Rustic Wood Music/BMI

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Li Roos Contact Information Redacted Nov 7 '15 ip: 41.13.124.27

Name: Li Roos

Title: Mrs

Organization/Artist Name: Ilse Li Roos Kotze

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Billy King Contact Information Redacted Nov 6 '15 ip: 172.56.6.188

Name: Billy King

Title: musician,songwriter,bandleader,piano tuner

Organization/Artist Name: Champagne Billy King,DaddyRocks! band,BillyKing"The Piano Tuner"

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 7 '15 ip: 97.122.244.167

Name: eddie turner

Title: owner

Organization/Artist Name: eddie turner

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 5 '15 ip: 71.194.135.154

Name: Alex Fuentes

Title: Bass player

Organization/Artist Name: Uptown Louie

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

STEVEN KAHN

Signature: Contact Information Redacted Nov 7 '15 ip: 98.116.196.18

Name: Steven Kahn

Title: Public Relations/Marketing

Organization/Artist Name: LaLa Records LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: joshua d commes Contact Information Redacted Nov 7 '15 ip: 50.141.113.89

Name: joshua commes

Title: owner/sole proprietor

Organization/Artist Name: Colorado's Cheapest Computer Repair

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Ted Kingston Contact Information Redacted Nov 8 '15 ip: 58.108.64.225

Name: Ted Kingston

Title: Mr

Organization/Artist Name: el Fresco

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Alan Babcock

Signature: Contact Information Redacted Nov 8 '15 ip: 98.231.8.32

Name: Alan Babcock

Title: none

Organization/Artist Name: Alan Babcock

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Kieran mc kenna

Signature: Contact Information Redacted Nov 8 '15 ip: 213.143.50.47

Name: Kieran Mc Kenna

Title: Mr

Organization/Artist Name: Kieran Mc Kenna

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

ERROL BAILEY

Signature: Contact Information Redacted Nov 8 '15 ip: 190.213.252.51

Name: ERROL BAILEY

Title: MUSIC

Organization/Artist Name: LLYLO/SLANLILL

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 8 '15 ip: 108.49.87.27

Name: Anna E Hill

Title: Singer, songwriter

Organization/Artist Name: Dodeca

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 6 '15 ip: 192.187.29.23

Name: Daz Collins

Title: Mr.

Organization/Artist Name: GARVIES

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 8 '15 ip: 59.100.28.134

Name: Rhett May

Title: Singer/Songwriter/Company Director

Organization/Artist Name: Rhett May Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Don Clark Contact Information Redacted Nov 8 '15 ip: 98.211.24.254

Name: Don Clark

Title: Singer/Songwriter

Organization/Artist Name: Uncle Don Clark

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 8 '15 ip: 58.164.15.168

Name: Greg McLoughney

Title: Mr.

Organization/Artist Name: The Roseberry Jam

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 6 '15 ip: 201.141.216.140

Name: Tizok Briseño López

Title: .music ok

Organization/Artist Name: Ti ZoK

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 9 '15 ip: 67.44.208.251

Name: John Sullivan

Title: Singer/Songwriter/Guitarist

Organization/Artist Name: John Sullivan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 9 '15 ip: 164.151.130.114

Name: Sir Percy

Title: Mr.

Organization/Artist Name: Sir Percy

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Signature: Contact Information Redacted Nov 9 '15 ip: 70.120.205.34

Name: BOOTSY COLEMAN

Title: ARTIST/PRODUCER

Organization/Artist Name: TSM/IPE

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 8 '15 ip: 173.56.91.227

Name: Roger Friedman

Title: Musician

Organization/Artist Name: Roger Street Friedman

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Signature: Niranfernan Contact Information Redacted Nov 9 '15 ip: 112.134.51.212

Name: Niran Fernan

Title: Musician/Singer

Organization/Artist Name: Niran Fernan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted , Nov 9 '15 ip: 208.125.75.226

Name: Michael S Hartman

Title: Singer Songwriter

Organization/Artist Name: Mike Hartman Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

.Music™

Trusted. Safe. Licensed.

Enhanced Safeguards to Protect IP.
Monies Flow to the Music Community.
Governed by the Global Music Community.
Available to the Entire Global Music Community.

December 11, 2015

Re: 125 new Support Letters for .MUSIC Community Application (ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit (EIU),

Attached are 125 new, verified[1] Letters of Support for DotMusic Limited's multi-stakeholder .MUSIC community application[2] for Question 20f.[3] We request that this Letter is posted on ICANN's Correspondence page for the EIU and the Community Priority Evaluation (CPE) process.

In response to ICANN's recent letter to DotMusic,[4] "the CPE Panel Process does not mandate a deadline for submitting correspondence in support of an application" (See recent .SPA Re-Consideration Request determination by ICANN).[5]

That said, the Support received before CPE commencement meets the requisite CPE criteria of "multiple institutions/organizations supporting the application, with documented support from institutions/organizations representing a majority of the overall community addressed"[6] (The application is supported by organizations with members representing over 95% of global music consumed). DotMusic's Support -- which is more than all CPE applicants combined -- provides further evidence that DotMusic meets CPE criteria, while also rejecting the notion that there is no music community.

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, U.S.A
Contact Information Redacted

Website: http://www.music.us
Email: Contact Information Redacted
Twitter: https://twitter.com/mus
Supporting Organizations: http://www.music.us/supporters
Board: http://www.music.us/board

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[1] Each support letter submitted to ICANN is double opt-in verified by an independent third party e-signature provider
[2] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[3] For DotMusic support letters, see https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392,
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-23nov15-en.pdf (100),
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-09nov15-en.pdf, (400+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-31oct15-en.pdf (85+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-16sep15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-02sep15-en.pdf (30+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-17aug15-en.pdf (40+)
https://www.icann.org/en/system/files/correspondence/roussos-to-icann-eiu-12aug15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-01dec15-en.pdf (500)
[4] https://www.icann.org/en/system/files/correspondence/willett-to-roussos-zamek-04dec15-en.pdf
[5] https://icann.org/en/system/files/files/reconsideration-15-14-foggy-sunset-bgc-determination-30nov15-en.pdf, Pg.7
[6] CPE Guidelines, https://newgtlds.icann.org/en/applicants/cpe/guidelines-27sep13-en.pdf, Pg.18

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 92.204.61.195

Name: Yue Pan

Title: Ms.

Organization/Artist Name: Yue Pan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 86.180.53.185

Name: Baz Francis

Title: Mr

Organization/Artist Name: Bbbb

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 110.32.3.156

Name: Anna Graham

Title: Student

Organization/Artist Name: University of Queensland

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Bonni Contact Information Redacted Nov 26 '15 ip: 125.161.66.244

Name: Bonni Rambatan

Title: Mr.

Organization/Artist Name: Narrative Design

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 94.0.186.194

Name: Paula

Title: Miss

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 115.188.105.21

Name: Alison Chapman

Title: Treasurer

Organization/Artist Name: St. Mary's

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 26 '15 ip: 62.178.200.85

Name: Ronald Wintersteiner

Title: Mr.

Organization/Artist Name: romic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 23 '15 ip: 85.165.165.162

Name: Marius Hongve

Title: Mr.

Organization/Artist Name: Marius Hongve

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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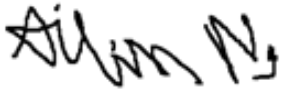

Signature: Contact Information Redacted Nov 23 '15 ip: 210.50.81.136

Name: Ai Lin

Title: Ms

Organization/Artist Name: Fan

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 65.49.68.189

Name: Arya

Title: For the Love of MUSIC

Organization/Artist Name: Arya.S

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 26 '15 ip: 109.153.206.80

Name: Peter Doggett

Title: Author and journalist

Organization/Artist Name: Self-employed

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: C. Carey. Contact Information Redacted Nov 26 '15 ip: 77.100.9.135

Name: Christopher Carey

Title: Mr.

Organization/Artist Name: xeno_

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 71.90.154.172

Name: Michael Jerome

Title: MR

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Nov 23 '15 ip: 92.40.248.103

Name: Lisa Twohig

Title: Miss

Organization/Artist Name: SparkFM

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 166.176.57.117

Name: R. Valdez

Title: Inc

Organization/Artist Name: Imogene Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Anthony Stratton

Signature: Contact Information Redacted Nov 23 '15 ip: 92.25.159.143

Name: Anthony Stratton

Title: Mr

Organization/Artist Name: Halcyon Arcade

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Tyler Burns Contact Information Redacted Nov 23 '15 ip: 128.180.142.165

Name: Tyler Burns

Title: Student

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 172.249.186.82

Name: John Collins

Title: Percussionist

Organization/Artist Name: Clockpaw, Anna Marie and the 5150's

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 79.101.201.59

Name: Bojan

Title: Milicic

Organization/Artist Name: The Satyrs,Serbia

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 86.52.224.124

Name: Piers Regan

Title: Mr

Organization/Artist Name: PTR

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Julia E Barnes-Brown Contact Information Redacted Nov 26 '15 ip: 173.48.28.97

Name: Julia E Barnes-Brown

Title: Ms.

Organization/Artist Name: N/A

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Nicole Pankhurst

Signature: Contact Information Redacted Nov 23 '15 ip: 70.209.141.11

Name: Nicole Pankhurst

Title: Ms

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Jonathan Ochsankehl

Title: Artist

Organization/Artist Name: Jonath Ochs

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 70.197.229.18

Name: Evan Smith

Title: N/A

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Kristen Rokke

Signature: Contact Information Redacted Nov 23 '15 ip: 172.56.4.238

Name: Kristen Rokke

Title: Local Artist

Organization/Artist Name: Kristen Rokke

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Steve Ibach Contact Information Redacted Nov 27 '15 ip: 72.223.126.171

Name: Steve Ibach

Title: Operator

Organization/Artist Name: d1s.co

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 84.233.151.236

Name: Pete Downton

Title: Chief Commercial Officer

Organization/Artist Name: 7 digital

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Siby Contact Information Redacted Nov 27 '15 ip: 122.161.156.14

Name: Siby Mathew

Title: Mr.

Organization/Artist Name: The Urban EarlyMen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Maurice A. Smith

Signature: Contact Information Redacted Nov 23 '15 ip: 98.232.18.146

Name: Maurice Smith

Title: Artist

Organization/Artist Name: M. Sprezza

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 86.24.222.249

Name: Matthew Cresswell

Title: Mr

Organization/Artist Name: Inkspiral

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 27 '15 ip: 50.157.145.210

Name: René Bergeron

Title: Musician

Organization/Artist Name: René Bergeron

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 98.253.60.4

Name: Jake Metz

Title: Media Commons Tech Specialist

Organization/Artist Name: University of Illinois Urbana-Champaign

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 27 '15 ip: 172.9.49.28

Name: David Rechs

Title: Medical Laboratory Technologist

Organization/Artist Name: self

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 27 '15 ip: 24.97.220.202

Name: Adam Wheeler

Title: Owner

Organization/Artist Name: ElmiraMusic.com

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 28 '15 ip: 107.184.228.202

Name: Christoph Tallerico

Title: N/A

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 73.5.170.179

Name: Alyx Beauchamp

Title: Student

Organization/Artist Name: in support of Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 7 '15 ip: 196.210.17.191

Name: Brynwell Kasper

Title: Mr

Organization/Artist Name: OB-1

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Amy Collins Contact Information Redacted Nov 27 '15 ip: 86.162.157.139

Name: Amy Collins

Title: Ms

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: lucy nipperess Contact Information Redacted , Nov 23 '15 ip: 88.153.136.79

Name: lucy

Title: ms

Organization/Artist Name: imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 27 '15 ip: 86.180.82.104

Name: Stu Henderson

Title: Mr

Organization/Artist Name: Stu Henderson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 98.199.247.3

Name: Benjamin James Baker

Title: General Manager

Organization/Artist Name: Independent Directory Service

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 68.44.252.234

Name: Charles Nolan Grimes

Title: Lover of the Arts

Organization/Artist Name: Exodus Castle

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Federico Bolza Contact Information Redacted Nov 28 '15 ip: 86.182.252.136

Name: Federico Bolza

Title: VP Strategy

Organization/Artist Name: Sony Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 28 '15 ip: 192.77.237.98

Name: Brian

Title: CEO

Organization/Artist Name: Brian King Joseph

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 28 '15 ip: 162.196.180.218

Name: Nathan Paterson

Title: Designer

Organization/Artist Name: Nathan Paterson

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 162.222.252.53

Name: Andrew Ryan

Title: Mr.

Organization/Artist Name: Teachers College Columbia University

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 29 '15 ip: 198.255.234.222

Name: Rudolph A Dornemann

Title: None

Organization/Artist Name: Rudi Dornemann

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 28 '15 ip: 70.177.90.80

Name: Dominic Forth

Title: Mr

Organization/Artist Name: Independent

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: David Di Blasio jr Contact Information Redacted Nov 29 '15 ip: 107.188.228.0

Name: David Di BLasio Jr.

Title: Supporter

Organization/Artist Name: Supporter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 29 '15 ip: 108.4.85.119

Name: kevin joynes

Title: none really

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jared Swanson Contact Information Redacted , Nov 23 '15 ip: 108.94.29.86

Name: Jared Swanson

Title: Artist

Organization/Artist Name: Abbot Kinney

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 29 '15 ip: 96.44.123.74

Name: David Papple

Title: Musician

Organization/Artist Name: SOCAN Member

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Miriam C. Ceniceros Contact Information Redacted Nov 29 '15 ip: 172.91.59.75

Name: Miriam Cecilia Ceniceros

Title: Music Community

Organization/Artist Name: Miriam Ceniceros

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: D Edwards Contact Information Redacted Nov 28 '15 ip: 31.52.76.62

Name: D edwards

Title: Mr

Organization/Artist Name: Music consumer!

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: louvel Contact Information Redacted Nov 30 '15 ip: 92.42.220.172

Name: Louvel Loic

Title: Manager

Organization/Artist Name: Hic & Nunc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 27.253.92.206

Name: Quinn Teagle

Title: Mx

Organization/Artist Name: Yue Pan

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted , Nov 30 '15 ip: 132.71.64.194

Name: morel koren

Title: Music Teacher, PhD

Organization/Artist Name: University - Bar-Ilan,Music Department, Israel

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Miguel Pellitero Contact Information Redacted Nov 30 '15 ip: 90.152.3.140

Name: Miguel Pellitero

Title: Artist and label support manager

Organization/Artist Name: Last.fm Ltd.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 30 '15 ip: 96.19.117.120

Name: Gina Turner

Title: Singer-Songwriter

Organization/Artist Name: GT

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 13 '15 ip: 162.157.33.32

Name: Michael Brown

Title: Musician

Organization/Artist Name: Freelance

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: kassandra kapa Contact Information Redacted Dec 1 '15 ip: 178.59.89.110

Name: Kassandra

Title: Miss

Organization/Artist Name: Dancing Co

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Pierre Rodrigues Contact Information Redacted Dec 1 '15 ip: 189.62.59.26

Name: Pierre Rodrigues

Title: Mycelia

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 1 '15 ip: 95.91.205.92

Name: Helmut Deister

Title: Dr.

Organization/Artist Name: Private

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 69.69.101.185

Name: Derek Jones

Title: Musician/Song Writer

Organization/Artist Name: Cirque du Soleil

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 23.118.154.234

Name: Marc Jefferson

Title: Musician/Live Sound

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Alvin Tan

Signature: Contact Information Redacted Nov 23 '15 ip: 118.200.89.149

Name: Alvin Tan

Title: Mr

Organization/Artist Name: N.A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Alex Cheser Contact Information Redacted Dec 1 '15 ip: 23.125.180.77

Name: Alex Cheser

Title: Mister

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 25 '15 ip: 68.9.40.118

Name: albert bui

Title: mr

Organization/Artist Name: risd

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 25 '15 ip: 68.9.40.118

Name: albert bui

Title: mr

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 123.16.241.201

Name: Nicholas Heys

Title: Mr

Organization/Artist Name: n/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 180.191.95.98

Name: Ivan Joshua L. Joven

Title: .MUSIC Community Support Letter

Organization/Artist Name: DOTMusic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 2 '15 ip: 213.205.194.137

Name: Kevin Bolus

Title: Mr

Organization/Artist Name: Are We Static

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Davide Erbogasto Contact Information Redacted , Dec 2 '15 ip: 130.159.61.83

Name: Davide

Title: Erbogasto

Organization/Artist Name: -

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 80.6.102.207

Name: Amy Reinecke

Title: Creative Producer

Organization/Artist Name: Amy Reinecke

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 2 '15 ip: 2.24.174.204

Name: Noelle Rollings

Title: Ms

Organization/Artist Name: Noelle Rollings

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Gerry Gill Contact Information Redacted Dec 2 '15 ip: 213.233.147.81

Name: Gerry Gill

Title: Mr

Organization/Artist Name: Na

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Brian Hanson Contact Information Redacted Dec 3 '15 ip: 67.175.72.195

Name: Brian Hanson

Title: Designer

Organization/Artist Name: Brian Hanson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Camila Contact Information Redacted Dec 3 '15 ip: 179.212.169.205

Name: Camila

Title: Letter

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 3 '15 ip: 165.155.208.105

Name: Ken McAleese

Title: Music Artist/Educator

Organization/Artist Name: GLASS

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Dec 3 '15 ip: 216.58.12.26

Name: Darryl Neudorf

Title: Producer

Organization/Artist Name: Operation Northwoods Recording

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Dec 3 '15 ip: 66.241.4.178

Name: Jesse Romigh

Title: Songwriter/Artist

Organization/Artist Name: Heartsleave

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Laurel Bergland

Signature: Contact Information Redacted Nov 23 '15 ip: 45.53.13.102

Name: Laurel Bergland

Title: Health Aide

Organization/Artist Name: Family Pathways

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Sterling Quan Soon Contact Information Redacted Dec 4 '15 ip: 92.24.106.123

Name: Sterling Quan Soon

Title: Guitarist

Organization/Artist Name: Checklist

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 23 '15 ip: 66.30.114.143

Name: Tyler Newton

Title: Vocalist / Lyricist / Songwriter

Organization/Artist Name: Tye Newton / Forging Reverie

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Signature: Contact Information Redacted Nov 22 '15 ip: 161.45.8.245

Name: My Le

Title: Mr.

Organization/Artist Name: N/A

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature:
Contact Information Redacted Dec 4 '15 ip: 216.4.56.170

Name: Pricilla S. Coffey

Title: Songwriter/Vocalist/Artist

Organization/Artist Name: Pricilla Summer Coffey

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: 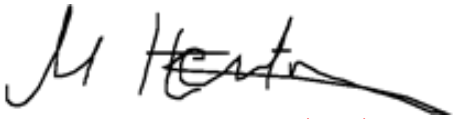 Contact Information Redacted , Dec 5 '15 ip: 93.219.132.25

Name: Madeleine Heitmann

Title: artist, music producer, singer, multi-instrumentalist

Organization/Artist Name: Sonic Bloom/Madeleine Bloom

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: SBLocke Contact Information Redacted Dec 5 '15 ip: 124.191.103.186

Name: Shayne Locke

Title: Program Manager

Organization/Artist Name: ST Media

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 98.157.3.254

Name: Jesse Counts

Title: Producer

Organization/Artist Name: Jesse Counte

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 6 '15 ip: 79.253.186.55

Name: F. Ziesmann

Title: independent musician

Organization/Artist Name: BassFever

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 6 '15 ip: 82.45.204.241

Name: Daniel Mulhern

Title: Composer

Organization/Artist Name: Daniel Mukhern

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 23 '15 ip: 184.146.25.83

Name: Troy Feener

Title: Mr

Organization/Artist Name: Planet Joy Music

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 23 '15 ip: 66.49.188.70

Name: Carmelo Scaffidi

Title: Mr

Organization/Artist Name: Mikes Music

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Joan e lockwood Contact Information Redacted Dec 8 '15 ip: 82.108.129.154

Name: Joan Lockwood

Title: CMO

Organization/Artist Name: Tido Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Samantha Peterson Contact Information Redacted Dec 8 '15 ip: 72.182.68.68

Name: Samantha Peterson

Title: Sam Pulse

Organization/Artist Name: Sam Pulse

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 24 '15 ip: 107.107.57.26

Name: Andrew Mcwilliams

Title: Mr.

Organization/Artist Name: andrew mcwilliams

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 9 '15 ip: 77.101.156.58

Name: Fiona Bevan

Title: Songwriter, Singer

Organization/Artist Name: Fiona Bevan, Venus Climbing Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Jaren Crist Contact Information Redacted Dec 9 '15 ip: 158.135.133.17

Name: Jaren Crist

Title: Mr.

Organization/Artist Name: Constantine Roussos

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: J. Thiele Contact Information Redac Dec 9 '15 ip: 87.79.138.66

Name: Jenny Thiele

Title: Mrs.

Organization/Artist Name: Jenny Thiele // Nunuk

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 9 '15 ip: 142.147.68.252

Name: Luke Sterling

Title: Mr.

Organization/Artist Name: Luke Sterling

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 9 '15 ip: 86.152.199.159

Name: John Bray

Title: Musician

Organization/Artist Name: phraser

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 10 '15 ip: 84.241.210.1

Name: Luc

Title: Luc

Organization/Artist Name: Sum luc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: RGColling Contact Information Redacted Dec 10 '15 ip: 88.113.141.203

Name: Rob Colling

Title: n/a

Organization/Artist Name: Handspan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Dec 10 '15 ip: 152.33.43.96

Name: John Osborn

Title: Mr.

Organization/Artist Name: John Osborn

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Dec 10 '15 ip: 76.66.108.137

Name: Dave McManus

Title: Musician

Organization/Artist Name: The Junction City All-Stars

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 11 '15 ip: 82.132.229.233

Name: Beni Giles

Title: Mr

Organization/Artist Name: Adhelm

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 11 '15 ip: 82.132.229.233

Name: Beni Giles

Title: Mr

Organization/Artist Name: Adhelm

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 11 '15 ip: 82.132.229.233

Name: Beni Giles

Title: Mr

Organization/Artist Name: Adhelm

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

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Name: Beni Giles

Title: Mr

Organization/Artist Name: Adhelm

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Isabel Suarez

Signature: Contact Information Redacted Nov 23 '15 ip: 68.49.162.172

Name: Isabel Suarez

Title: Ms.

Organization/Artist Name: University of Michigan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: J. Fährmann Contact Information Redacted Dec 6 '15 ip: 109.91.240.50

Name: Johannes Faehrmann

Title: Mr

Organization/Artist Name: 441 Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 109.67.1.93

Name: Jonathan Bennett

Title: Mr

Organization/Artist Name: Independent

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 80.229.17.75

Name: Lizzie Winfield

Title: Mrs

Organization/Artist Name: -

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Michael A Close

Signature: Contact Information Redacted Nov 21 '15 ip: 172.56.8.46

Name: Michael Close

Title: CSR

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Nov 21 '15 ip: 24.205.93.193

Name: James Krausse

Title: Mixer/Producer

Organization/Artist Name: James Krausse

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Makoa Johnson Contact Information Redacted Nov 21 '15 ip: 24.131.187.128

Name: Makoa Johnson

Title: Producer, engineer, songwriter, musician.

Organization/Artist Name: Freelance

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jenevieve Dreyer Contact Information Redacted Nov 21 '15 ip: 67.161.5.43

Name: Jenevieve Dreyer

Title: Interior Designer

Organization/Artist Name: One Workplace

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Sarah Mabe

Signature: Contact Information Redacted Nov 21 '15 ip: 67.168.109.173

Name: Sarah Mabe

Title: Fan

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 68.54.106.100

Name: Emily Broeffle

Title: Technology Professional

Organization/Artist Name: Amateur musician and music lover

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Chris sullivan Contact Information Redacted Nov 21 '15 ip: 24.193.3.135

Name: Chris sullivan

Title: Mr

Organization/Artist Name: Imogen heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Miriam Mason

Signature: Contact Information Redacted Nov 21 '15 ip: 67.189.70.127

Name: Miriam Mason

Title: Fan

Organization/Artist Name: of Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 197.88.87.152

Name: Divan du Plessis

Title: Music lover

Organization/Artist Name: Music community

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

LeKeith Edmundson Jr.

Contact Information Redacted Nov 21 '15 ip: 24.168.241.1

Signature:

Name: LeKeith Edmundson Jr

Title: Mr.

Organization/Artist Name: Walah Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 86.155.47.207

Name: David a cook

Title: Mr

Organization/Artist Name: David cook

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

January 11, 2016

Re: 110 new Support Letters for .MUSIC Community Application (ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit (EIU),

Attached are 110 new, independently-verified Letters of Support for DotMusic Limited's multi-stakeholder .MUSIC community application[1] for Question 20f,[2] including support from artists such as Marillion, Middle of the Road and many others. We request that this Letter is posted on ICANN's Correspondence page for the EIU and the Community Priority Evaluation (CPE) process.

We note that the support letters submitted prior to CPE commencement meet the requisite CPE criteria of "*multiple institutions/organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed*"[3] (DotMusic is supported by organizations with members representing over 95% of global music consumed). DotMusic support letters submitted by over 2000 relevant entities -- more than all of CPE applicants combined -- provide further evidence that DotMusic exceeds CPE criteria.

In conclusion, a multi-stakeholder community-model approach serves the common good, instills consumer trust and ensures mass industry adoption of .MUSIC that benefits both ICANN and the New gTLD Program. DotMusic looks forward to working with ICANN and community to ensure that the New gTLD Program meets its objectives, including driving adoption, increasing awareness and serving the public interest.

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic

Website: http://www.music.us
Email: Contact Information Redacted
Twitter: https://twitter.com/mus
Supporting Organizations: http://www.music.us/supporters
Board: http://www.music.us/board

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[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] For DotMusic support letters, See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392,
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-22dec15-en.pdf (400+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-11dec15-en.pdf (125+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-23nov15-en.pdf (100),
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-09nov15-en.pdf, (400+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-31oct15-en.pdf (85+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-16sep15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-02sep15-en.pdf (30+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-17aug15-en.pdf (40+)
https://www.icann.org/en/system/files/correspondence/roussos-to-icann-eiu-12aug15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-01dec15-en.pdf (500)
[3] CPE Guidelines, https://newgtlds.icann.org/en/applicants/cpe/guidelines-27sep13-en.pdf, Pg.18

Re: Support for .MUSIC Community Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this of Letter of Support for the community-based DotMusic Application (ID 1-1115-14110)[1] for the .MUSIC top-level domain.

This Letter also rejects the notion that there is no music community. In fact, this global music community initiative to launch a trusted, safe and secure .MUSIC domain (that protects intellectual property and the rights of musicians) is supported by organizations with members representing over 95% of music consumed globally,[2] including the International Artist Organisation,[3] an umbrella association for national organisations mainly dedicated to the global music community by representing the rights and interests of music artists.

Signature: Contact Information Redacted Jan 9 '16 ip: 92.26.246.48

Artist Name: Steve Hogarth, Marillion

Website(s): http://www.marillion.com
https://en.wikipedia.org/wiki/Marillion

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

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Signature: Ken Andrew Contact Information Redacted Jan 8 '16 ip: 2.24.255.5

Artist Name: Ken Andrew, Middle of the Road

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

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Signature:

Artist Name: Dreamtribes, The Fabs, The Chi Chis, David Kildare, Key West

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Jan 8 '16 ip: 151.230.92.132

Artist Name: Jeremy Silver

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Jan 8 '16 ip: 92.21.124.232

Artist Name: Martin Lumsden - Cream Room Sound Productions

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

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Signature: M L Dunn Contact Information Redacted Jan 8 '16 ip: 82.27.157.143

Artist Name: Michael Lisle Dunn

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

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Signature: Contact Information Redacted Jan 8 '16 ip: 94.197.121.0

Artist Name: Lapskin

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Jan 8 '16 ip: 92.23.230.233

Artist Name: Fate The Juggler

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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This Letter also rejects the notion that there is no music community. In fact, this global music community initiative to launch a trusted, safe and secure .MUSIC domain (that protects intellectual property and the rights of musicians) is supported by organizations with members representing over 95% of music consumed globally,[2] including the International Artist Organisation,[3] an umbrella association for national organisations mainly dedicated to the global music community by representing the rights and interests of music artists.

Signature: Contact Information Redacted Jan 8 '16 ip: 92.238.77.195

Artist Name: Kuda

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

Re: Support for .MUSIC Community Application

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Signature: B Porter Contact Information Redacted Jan 9 '16 ip: 94.197.121.61

Artist Name: Ben Porter

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

Re: Support for .MUSIC Community Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this of Letter of Support for the community-based DotMusic Application (ID 1-1115-14110)[1] for the .MUSIC top-level domain.

This Letter also rejects the notion that there is no music community. In fact, this global music community initiative to launch a trusted, safe and secure .MUSIC domain (that protects intellectual property and the rights of musicians) is supported by organizations with members representing over 95% of music consumed globally,[2] including the International Artist Organisation,[3] an umbrella association for national organisations mainly dedicated to the global music community by representing the rights and interests of music artists.

Signature: Contact Information Redacted Jan 9 '16 ip: 199.19.253.19

Artist Name: Johnny K Gagnon

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 66.77.138.230

Name: Joseph C Smith

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 97.95.203.96

Name: Estelle C. Erdmann

Organization/Artist Name/Self: Postles Lodge

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Informat Dec 23 '15 ip: 212.159.167.125

Name: Mark Murphy

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Elaine Martel Contact Information Redacted Dec 23 '15 ip: 83.244.244.194

Name: Elaine Martel

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Joanna Bending Contact Information Redacted Dec 23 '15 ip: 31.221.110.122

Name: Joanna Bending

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 81.174.150.97

Name: Ali Murray

Organization/Artist Name/Self: Ali Murray

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 172.56.31.145

Name: David Klowden

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 81.97.238.214

Name: anil mistry

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 86.21.187.38

Name: Kirstie Cousins

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted , Dec 23 '15 ip: 97.90.115.207

Name: mara owens

Organization/Artist Name/Self: self

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 199.116.169.78

Name: Marilyn Winnard

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 82.27.86.137

Name: Lucy Johns

Organization/Artist Name/Self: Self

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[19] http://www.afilias.info/about-us

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Signature: Kristen Tobiason Contact Information Redacted Dec 23 '15 ip: 184.178.116.116

Name: Kristen Tobiason

Organization/Artist Name/Self: Self

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 85.228.226.87

Name: Maja Nilsson

Organization/Artist Name/Self: Maja Nilsson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Kevin Ring Contact Information Redacted Dec 23 '15 ip: 108.70.148.40

Name: Kevin Ring

Organization/Artist Name/Self: Manual Scan, The Shambles, Saint Shameless

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 82.6.158.233

Name: Josh Shepherd

Organization/Artist Name/Self: Josh Shepherd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Miranda Ostler Contact Information Redacted Dec 23 '15 ip: 86.128.191.249

Name: Miranda Ostler

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 124.171.1.64

Name: Emily Ventura

Organization/Artist Name/Self: Emily Ventura

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: DWinnard Contact Information Redacted Dec 23 '15 ip: 24.152.162.181

Name: dorothy winnard

Organization/Artist Name/Self: winnard music studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Reuben Wright Contact Information Redacted Dec 23 '15 ip: 82.237.180.189

Name: Reuben Wright

Organization/Artist Name/Self: Reuben Wright

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Vicky Young Contact Information Redacted Dec 21 '15 ip: 82.39.0.243

Name: Vicky Young

Organization/Artist Name/Self: Vickyy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Greg McCarthy

Contact Information Redacted Dec 23 '15 ip: 121.209.205.110

Name: Greg McCarthy

Organization/Artist Name/Self: DreamyGuitar

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: hunter eves Contact Information Redacted Dec 23 '15 ip: 184.175.37.34

Name: hunter eves

Organization/Artist Name/Self: hunter eves

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Tomasz Kulisz Contact Information Redacted Dec 23 '15 ip: 85.198.209.195

Name: Tomasz Kulisz

Organization/Artist Name/Self: Druii

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Wesley millan Contact Information Redacted Dec 23 '15 ip: 216.4.56.166

Name: Wesley Millan

Organization/Artist Name/Self: Wesley Millan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 66.102.236.138

Name: Roger Piantadosi

Organization/Artist Name/Self: SynergyDance

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 172.56.41.55

Name: Donald J. Lucas

Organization/Artist Name/Self: Jeffrey Luck Lucas

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 94.197.121.139

Name: Derek Paice

Organization/Artist Name/Self: Deep Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Dec 24 '15 ip: 81.20.48.220

Name: Rachael Barnes

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 92.232.168.157

Name: Dawn Lesley

Organization/Artist Name/Self: Dawn Lesley

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Dec 24 '15 ip: 105.5.22.253

Name: David Jeremy Webster

Organization/Artist Name/Self: David Jeremy Webster

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 23 '15 ip: 1.129.96.226

Name: Phil Sawyers

Organization/Artist Name/Self: Bootleg Recording Services

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 86.174.34.249

Name: Ian Souch

Organization/Artist Name/Self: Perpetual Motion

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Whitney Dyer Contact Information Redacted Dec 21 '15 ip: 76.107.69.20

Name: Whitney Dyer

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Gregory L Barlow Contact Information Redacted Dec 22 '15 ip: 107.203.3.66

Name: Gregory L Barlow

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Vikramjit Banerjee Contact Information Redacted Dec 24 '15 ip: 115.241.38.11

Name: Vikramjit Baneree

Organization/Artist Name/Self: Krosswindz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Paul Jacob Fierro Contact Information Redacted Dec 24 '15 ip: 66.87.64.191

Name: Paul Fierro

Organization/Artist Name/Self: Paul Fierro

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 77.100.203.84

Name: Nick Passmore

Organization/Artist Name/Self: Dot Music Limited

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 107.219.19.135

Name: Elliot Mazer

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 81.155.61.143

Name: Jonathan Edwards

Organization/Artist Name/Self: Firefly Music / Panic Room / Luna Rossa

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 108.232.26.221

Name: Robin Stewart

Organization/Artist Name/Self: Robin Stewart

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 71.232.17.121

Name: Jennifer Strickland

Organization/Artist Name/Self: Jen Strickland / Manaia

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 25 '15 ip: 41.13.191.101

Name: Lisa Theunissen

Organization/Artist Name/Self: Lisa Goldin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Dec 25 '15 ip: 70.212.40.155

Name: Barry Mork

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 24 '15 ip: 98.111.132.202

Name: Lacey Koczera

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 24 '15 ip: 74.71.4.31

Name: Michael Zerbe

Organization/Artist Name/Self: Self

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Rebekah Rafferty Contact Information Redacted , Dec 25 '15 ip: 66.87.128.253

Name: Rebekah Rafferty

Organization/Artist Name/Self: Rebekah Rafferty

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Debra Lyons Contact Information Redacted Dec 25 '15 ip: 73.9.223.62

Name: Debra Lyons

Organization/Artist Name/Self: Self

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Signature: Emily Steckbauer Contact Information Redacted Dec 25 '15 ip: 107.191.0.94

Name: Emily Steckbauer

Organization/Artist Name/Self: Self

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 25 '15 ip: 75.143.69.113

Name: Rhett Sosebee

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 25 '15 ip: 104.35.86.148

Name: Eddie Manzanares

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: JBishop Contact Information Redacted Dec 22 '15 ip: 2.125.182.203

Name: Jennifer Marie Bishop

Organization/Artist Name/Self: Jenny Bishop

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 25 '15 ip: 66.87.125.221

Name: Magi Lindeman

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sharat Contact Information Redacted Dec 25 '15 ip: 223.238.125.102

Name: Sharat Satyanarayana

Organization/Artist Name/Self: Odio.me

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Joakim Lord Contact Information Redacted Dec 25 '15 ip: 217.210.194.93

Name: Joakim Lord

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Melanie Labaza Contact Information Redacted Dec 25 '15 ip: 45.52.143.29

Name: Melanie Labaza

Organization/Artist Name/Self: The Crunchy Mom Show WXTF-LP 97.9 FM Harrisville, MI

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: CABidoli Contact Information Redacted Dec 25 '15 ip: 196.207.40.201

Name: Carlo Bidoli

Organization/Artist Name/Self: Carlo Bidoli

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Randall Fink Contact Information Redacted Dec 26 '15 ip: 98.249.62.91

Name: Randall Fink

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 25 '15 ip: 68.70.218.131

Name: Rob chappell

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 26 '15 ip: 98.157.78.193

Name: Leana Bounmy

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: EMTEE ♡ Contact Information Reda Dec 25 '15 ip: 109.91.35.15

Name: Maurice

Organization/Artist Name/Self: Emtee

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 25 '15 ip: 184.151.231.29

Name: Caroline Jackson

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Rachel Murphy Contact Information Redacted Dec 23 '15 ip: 212.159.167.125

Name: Rachel Murphy

Organization/Artist Name/Self: Rachel Murphy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 70.193.28.131

Name: David Bolton

Organization/Artist Name/Self: House of Dues

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Wesley Butler Contact Information Redacted Dec 19 '15 ip: 70.41.9.118

Name: Wesley Butler

Organization/Artist Name/Self: Wesley Butler

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Kez Davies Contact Information Redacted Dec 18 '15 ip: 176.249.47.133

Name: Kerry Davies

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[19] http://www.afilias.info/about-us

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Signature: Psyche Chimère Contact Information Redacted Dec 28 '15 ip: 73.182.128.52

Name: Psyche Chimère

Organization/Artist Name/Self: Psyche Corporation

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sabatier Charles Contact Information Redacted Dec 29 '15 ip: 93.15.21.107

Name: Sabatier Charles

Organization/Artist Name/Self: KARAH PON

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Jim Mazzola Contact Information Redacted Dec 30 '15 ip: 71.233.116.212

Name: Jim Mazzola

Organization/Artist Name/Self: Jim Mazzola

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Olyver Quinlin Contact Information Redacted Dec 30 '15 ip: 66.87.69.120

Name: Olyver Quinlin

Organization/Artist Name/Self: Olyver

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 30 '15 ip: 135.19.109.67

Name: poncho stevenson

Organization/Artist Name/Self: eff off

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Peter Chapman Contact Information Redacted Dec 30 '15 ip: 92.26.173.197

Name: Peter Chapman

Organization/Artist Name/Self: Pyre

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Dec 31 '15 ip: 145.133.199.233

Name: Lennie Doricent

Organization/Artist Name/Self: Lennie

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 1 '16 ip: 76.122.148.107

Name: Brieanne Tanner

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Kira Dixon Contact Information Redacted Dec 18 '15 ip: 73.202.229.30

Name: Kira Dixon

Organization/Artist Name/Self: music educator

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 3 '16 ip: 81.136.122.62

Name: Liam Heys

Organization/Artist Name/Self: Liam H

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 4 '16 ip: 189.115.214.146

Name: Jorge Pinto Filho

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 4 '16 ip: 138.36.35.131

Name: Renan de Andrade Lima Michilini

Organization/Artist Name/Self: BudaP2K

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: D Bray Contact Information Redacted Jan 4 '16 ip: 194.60.136.6

Name: Darren Bray

Organization/Artist Name/Self: Megaspin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 30 '15 ip: 73.229.12.137

Name: Doug McMaster

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 28 '15 ip: 24.90.112.7

Name: Jomai Etu DeHaven

Organization/Artist Name/Self: Jomai Etu / the tribe of magic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 28 '15 ip: 97.97.128.14

Name: Joel Harrison

Organization/Artist Name/Self: Harrison Design, LLC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 4 '16 ip: 79.35.211.210

Name: Paolo Ardolino

Organization/Artist Name/Self: Katie Melua

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Jan 4 '16 ip: 205.201.211.78

Name: Randle Bollinger

Organization/Artist Name/Self: Self

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Signature: Marcello Milteer Contact Information Redacted Jan 5 '16 ip: 199.227.125.126

Name: Marcello Milteer

Organization/Artist Name/Self: The Bitcoin Podcast

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Frank t. Talton Contact Information Redacted Jan 5 '16 ip: 99.10.228.164

Name: Tommy Talton

Organization/Artist Name/Self: Corrina Jo Music/Tommy Talton Band/Tommy Talton/Frank T. Talton

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: courtney henry Contact Information Redacted Jan 6 '16 ip: 73.244.135.80

Name: courtney henry

Organization/Artist Name/Self: sciriebandentertainmentllc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 6 '16 ip: 76.126.169.70

Name: Emily Butler

Organization/Artist Name/Self: Emily Butler

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Yuri Cavalcante Amorim Contact Information Redacted Jan 8 '16 ip: 189.106.86.47

Name: Yuri Cavalcante Amorim

Organization/Artist Name/Self: Contra-capa

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 8 '16 ip: 109.159.159.194

Name: Ed Rex

Organization/Artist Name/Self: Ed Rex

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: S. J. Budd Contact Information Redacted Jan 8 '16 ip: 193.203.75.15

Name: Steve Budd

Organization/Artist Name/Self: /Jungle Doctors/

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Brian Hazard Contact Information Redacted Jan 8 '16 ip: 71.177.68.122

Name: Brian Hazard

Organization/Artist Name/Self: Color Theory

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 9 '16 ip: 82.6.3.78

Name: Mark Kelly

Organization/Artist Name/Self: Marillion

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 9 '16 ip: 67.193.179.113

Name: Jason Verbeek

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Michael R. J. Roth Contact Information Redacted Jan 10 '16 ip: 108.51.208.208

Name: Michael R. J. Roth

Organization/Artist Name/Self: Michael R. J. Roth

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 10 '16 ip: 100.2.48.173

Name: Turiya Madireddi

Organization/Artist Name/Self: rrao

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 11 '16 ip: 14.203.188.172

Name: Zain Awan

Organization/Artist Name/Self: student

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Tom Fay Contact Information Redacted Jan 11 '16 ip: 173.168.53.157

Name: Tom Fay

Organization/Artist Name/Self: Tom Fay

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 6 '16 ip: 58.8.148.26

Name: Jasmine Friberg

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

August 17, 2015

Re: Over 40 new Support Letters for DotMusic's .MUSIC Community-Based Application (Application ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit ("EIU"),

Please accept the attached, over 40 new Letters of Support for DotMusic Limited and its .MUSIC community-based application with ID 1-1115-14110.[1]

We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation ("CPE") process.

As per the ICANN CPE FAQ,[2] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
Contact Information Redacted

Website: http:/www.music.us
Email: Contact Information Redacted
Supporting Organizations: http://www.music.us/supporters
Multi-Stakeholder Governance Board: http://www.music.us/board

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
[2] The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, http://www.ifpi.org/about.php
[3] https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf
[4] https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf
[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[7] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
[8] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[9] The public comment window has been open since 13 June 2012 for over 3 years. If there was any opposition of reasoned nature then any relevant music organization would have already voiced such concerns.
[10] See http://newgtlds.icann.org/en/applicants/cpe/faqs-13aug14-en.pdf, Pg. 6
[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[12] http://music.us/board/
[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[16] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Ray Watson

Contact Information Redacted

Aug 12 '15 ip: 131.203.253.18

Name: Ray Watson

Title: Mr.

Organisation: The Secret Place

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 74.167.209.217

Name: John Etscorn

Title: Dr.

Organisation: SmoothHead Consulting

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 69.54.28.12

Name: tom theohary

Title: lead robot

Organisation: The Tsunamibots

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 74.185.91.254

Name: D.K. Harris

Title: Principal

Organisation: DK Harris Public Relations

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Chuck Standish

Contact Information Redacted Aug 12 '15 ip: 65.44.217.162

Name: Chuck Standish

Title: Musician

Organisation: Events Entertainment / Origin-Music

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 76.164.119.103

Name: John J Poss

Title: Owner

Organisation: EMIC

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Mark Hilchey Contact Information Redacted Aug 12 '15 ip: 216.121.184.23

Name: Mark Hilchey

Title: Owner/Operator

Organisation: Danse Musik

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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Respectfully submitted,

Signature: Jeffrey L. (Jeff) Porrello

Contact Information Redacted Aug 12 '15 ip: 184.99.140.67

Name: Jeffrey L. Porrello

Title: Musician, Small Studio Owner, Sound Engineer

Organisation: Local 695 I.A.T.S.E.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 24.71.45.194

Name: Richard Sawchuk

Title: owner

Organisation: RMS Audio

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 173.237.98.21

Name: Barry Lucking

Title: president

Organisation: quarry Lane productions

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 24.114.69.37

Name: Marcel Preston

Title: Musician, sky terminal founder

Organisation: Sky Terminal

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 174.0.69.198

Name: Chrysanthema Pashunkova-Nikol

Title: Artistic Director/Owner The ViolinoSchool of music, freelance Violinist, Baroque violinist

Organisation: The Violino School of Music

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Community Priority Evaluation Panel, Economist Intelligence Unit

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 74.71.143.80

Name: Peter Karl

Title: Owner

Organisation: Peter Karl Studios

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Irfan Yaqub Contact Information Redacted Aug 12 '15 ip: 71.244.212.168

Name: Irfan Yaqub

Title: President

Organisation: Deen International, Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 66.190.143.41

Name: Ray Leach

Title: Guitarist

Organisation: None

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 69.130.150.69

Name: Peggy Dold

Title: CEO

Organisation: Navigation Partners LLC

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Dennis Brunet

Contact Information Redacted , Aug 12 '15 ip: 174.119.98.125

Name: Dennis Brunet

Title: Owner / manager

Organisation: Shag Sound Studio

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
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John Jeffrey, ICANN General Counsel; and
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

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5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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Respectfully submitted,

Signature: Darragh Sheridan Contact Information Redacted Aug 12 '15 ip: 84.203.25.207

Name: Darragh Sheridsn

Title: CEO

Organisation: Out of the Ether || Ether Live Productions

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 66.176.148.117

Name: Jerome Diaz

Title: Founder

Organisation: pursuit of Happiness

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 216.230.43.17

Name: Paul Harlyn

Title: Producer

Organisation: Harlyn Studios

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Respectfully submitted,

Signature: Contact Information Redacted Aug 13 '15 ip: 88.3.183.133

Name: Caroline Bottomley

Title: Managing Director

Organisation: Radar Music Videos

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Blair F. Francey Contact Information Redacted Aug 13 '15 ip: 99.226.234.135

Name: Blair F. Francey

Title: Director of Finance & Technology

Organisation: MusiciansTechSupport.com

Dr. Steve Crocker, Chairman of the ICANN Board;
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Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 174.115.184.152

Name: Rose Kobley

Title: Writer

Organisation: Freelance

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 68.147.217.145

Name: Jerry Van Dyke

Title: President

Organisation: dbi Systems Integration Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 13 '15 ip: 70.194.64.237

Name: Marcus Broderick Montgomery

Title: Recording Artist. Songwriter.

Organisation: Marcus Broderick

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 13 '15 ip: 192.0.188.102

Name: Guy Tru Stefan

Title: Singer-Songwriter

Organisation: Independant

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[13] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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represents the Community and allows all constituents to register a .MUSIC domain without any conflict of interests, over-reaching or discrimination.

DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 13 '15 ip: 199.233.230.242

Name: Brandon Jackson

Title: Founder/CEO

Organisation: KDMR Music, LLC

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Ken Trevenna

Contact Information Redacted Aug 13 '15 ip: 207.107.138.142

Name: Ken Trevenna

Title: Director of Operations

Organisation: OIART Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
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Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Tyde Cambridge

Contact Information Redacted Aug 13 '15 ip: 205.189.187.4

Name: Tyde Cambridge

Title: Artistsongwriter

Organisation: Solo act

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Respectfully submitted,

Signature: Ricardo Pierre Contact Information Redacted Aug 13 '15 ip: 69.117.86.76

Name: Ricardo Pierre

Title: Foundr/CEO

Organisation: DaHeat Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Gregory Spillman Contact Information Redacted Aug 12 '15 ip: 172.56.13.42

Name: Gregory Spillman

Title: Griffshark recotds

Organisation: President

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Respectfully submitted,

Signature: Bruce Birtwistle Contact Information Redacted Aug 14 '15 ip: 209.171.88.73

Name: Bruce Birtwistle

Title: Purcussionit

Organisation: KYRIE Eleison (Worship Band)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 14 '15 ip: 192.235.56.123

Name: Chris Walker

Title: Managing Director

Organisation: Kristen L.A. Walker Inc.

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 162.232.129.199

Name: Lloyd Lowe

Title: Composer, M.F.A.

Organisation: English Kills

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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[11] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

9. is accountable to the global Music Community through its Public Interest Commitments[14] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Aristedes Philip DuVal aka Mr. Melody TM
Contact Information Redacted Aug 14 '15 ip: 74.108.161.165

Signature:

Name: Aristedes Philip DuVal aka MR. MELODY TM

Title: Composer-Publisher

Organisation: MR. MELODY TM

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

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Respectfully submitted,

Signature: Simply M Contact Information Redacted Aug 12 '15 ip: 76.216.0.111

Name: Simply M

Title: Music Artist

Organisation: Bealtime Music Publishing

Dr. Steve Crocker, Chairman of the ICANN Board;
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Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 12 '15 ip: 70.209.133.211

Name: Nancy Tarr

Title: Owner

Organisation: Tarr Music Co

Dr. Steve Crocker, Chairman of the ICANN Board;
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6. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[12]

7. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting. These include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication process; a priority-based launch phase for Community members belonging to Music Community Member Organizations; naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List to protect famous music brands;

8. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF);[13] and

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Music is recognized by ICANN and GAC as a regulated sector, comprised of a logical alliance of interdependent communities relating to music with organized practices and institutions that enable and regulate the production, distribution and consumption of music.[15] As such, the string is aligned with DotMusic's Community definition ("a strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music"[16]). Its Nexus matches the applied-for string because it

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: Contact Information Redacted Aug 15 '15 ip: 65.92.192.45

Name: Dave McManus

Title: Band Leader

Organisation: The Junction City All-Stars

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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[5] https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf
[6] https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf

majority of the global music publishing community, which expressed their "support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest."

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2. is supported by relevant organizations with members representing over 95% of music consumed globally (i.e. a majority), including many entities *mainly* dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM and others;[8]

3. is the only .MUSIC applicant without a formal Community Objection or any relevant, substantiated opposition files against it.[9] It is in the public interest that the Panel protects the legitimate interests of the global Music Community by invalidating any last minute spurious letter of opposition and clearly understands the objectives of such letters intended to unfairly disqualify this worthy, meaningful and well-intentioned community-based application supported by the majority of the Community;[10]

4. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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DotMusic clearly exceeds the criteria required to pass Community Priority Evaluation, has provided music-tailored Public Interest Commitments, and responsibly serves a higher purpose to fulfill the Community's needs and legitimate interests.

Respectfully submitted,

Signature: M. Humphreys Contact Information Redacted Aug 15 '15 ip: 24.108.76.190

Name: Margie Humphreys

Title: Composer/author

Organisation: Indie musician

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1] with Enhanced Safeguards

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support which supports the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,[2] which endorses DotMusic because it has "publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement."[3] Our organization also supports the positions expressed in the letter[4] sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing "over 80% of the world's music," and the letter[5] sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] "community" application for .MUSIC and that "we expect…the community application process…to have meaning and for the community preference criteria (CPE)…to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind " and for ICANN "to expeditiously implement appropriate changes to address [concerns]." We also support the positions in the letter[6] sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[7]

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5. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders."[11]

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Respectfully submitted,

Signature: Chris Christian Contact Information Redacted Aug 15 '15 ip: 75.20.162.200

Name: Chris Christian

Title: Owner/President

Organisation: YMC Records, LCS Music Group, Home Sweet Home Records, YMC Productions LLC

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Respectfully submitted,

Signature: Contact Information Redacted Aug 17 '15 ip: 73.41.98.130

Name: Catherine Scholz

Title: Musician

Organisation: CatherinesMusic.com

.Music™

Trusted. Safe. Licensed.

Enhanced Safeguards to Protect IP.
Monies Flow to the Music Community.
Governed by the Global Music Community.
Available to the Entire Global Music Community.

December 22, 2015

Re: Over 400 new Support Letters for .MUSIC Community Application (ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit (EIU),

Attached are over 400 new, independently-verified Letters of Support for DotMusic Limited's multi-stakeholder .MUSIC community application[1] for Question 20f.[2] We request that this Letter is posted on ICANN's Correspondence page for the EIU and the Community Priority Evaluation (CPE) process.

We note that the support letters filed with DotMusic's Application before CPE started meet the requisite CPE criteria of "multiple institutions/organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed"[3] (DotMusic is supported by organizations with members representing over 95% of global music consumed). DotMusic support letters submitted by over 2000 relevant entities -- more than all of ICANN's ALAC and NCUC memberships[4] as well as all CPE applicants combined -- provide further evidence that DotMusic exceeds CPE criteria.

In conclusion, a multi-stakeholder community-model approach serves the common good, instills consumer trust and ensures mass industry adoption of .MUSIC that benefits both ICANN and the New gTLD Program. DotMusic looks forward to working with ICANN and community to ensure that the New gTLD Program meets its objectives, including driving adoption, increasing awareness and serving the public interest.

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic

Website: http://www.music.us
Email: Contact Information Redacted
Twitter: https://twitter.com/mus
Supporting Organizations: http://www.music.us/supporters
Board: http://www.music.us/board

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[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392

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https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-09nov15-en.pdf, (400+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-31oct15-en.pdf (85+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-16sep15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-02sep15-en.pdf (30+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-17aug15-en.pdf (40+)
https://www.icann.org/en/system/files/correspondence/roussos-to-icann-eiu-12aug15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-01dec15-en.pdf (500)

[3] CPE Guidelines, https://newgtlds.icann.org/en/applicants/cpe/guidelines-27sep13-en.pdf, Pg.18

[4] ICANN's ALAC has 140 members "representing the views of individual Internet users" totaling nearly 3.3 billion (See https://atlarge.icann.org/en/whatis.htm and http://internetlivestats.com/internet-users). ICANN's NCUC has 462 members representing billions of noncommercial users (See http://ncuc.org/about/members).

Re: Support for .MUSIC Community Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Dec 15 '15 ip: 86.168.136.166

Artist Name: Irini Mandó

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

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Signature: Roxanne de Bastion Contact Information Redacted Dec 15 '15 ip: 92.200.205.103

Artist Name: Roxanne de Bastion

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Dec 16 '15 ip: 24.84.88.95

Artist Name: Ed O'Brian

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: NCowley Contact Information Redacted Dec 17 '15 ip: 109.157.133.44

Artist Name: Noel Cowley

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: M. Reinwarth Contact Information Redacted Dec 17 '15 ip: 88.128.81.97

Artist Name: Xenoton (Matthias Reinwarth)

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Alex Ward Contact Information Redacted Dec 17 '15 ip: 5.80.98.110

Artist Name: Alex Gloworld

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: gregory Contact Information Redacted Dec 16 '15 ip: 95.52.76.225

Artist Name:

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: David Cunningham Contact Information Redacted Dec 18 '15 ip: 82.153.118.2

Artist Name: David Cunningham

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted , Dec 18 '15 ip: 85.255.233.219

Artist Name: Ross P Melinn

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

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Signature: Contact Information Redacted Dec 18 '15 ip: 77.99.140.249

Artist Name: BJ Cole

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Andy M Hubble Contact Information Redacted Dec 18 '15 ip: 82.47.56.19

Artist Name: Relax Listen

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Dec 18 '15 ip: 90.207.86.211

Artist Name: Loretta Andrews

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Dec 19 '15 ip: 95.149.166.241

Artist Name: Paul Needs

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: John Baron Kent Contact Information Redacted Dec 18 '15 ip: 87.114.120.109

Artist Name: EMBERHONEY.COM

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Dec 19 '15 ip: 82.27.123.195

Artist Name: V monticelli

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Shane Lavin Contact Information Redacted , Dec 19 '15 ip: 89.126.15.69

Artist Name: Shane

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Kosmic Troubadour Contact Information Redacted Dec 19 '15 ip: 188.29.165.199

Artist Name: Kosmic Troubadour

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Dec 19 '15 ip: 92.0.165.59

Artist Name: Riffioso

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Tony Platt Contact Information Redacted , Dec 19 '15 ip: 91.84.67.209

Artist Name: Tony Platt

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Dec 19 '15 ip: 80.189.67.140

Artist Name: Rupert Cheek

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Simon Ward Contact Information Redacted Dec 21 '15 ip: 109.150.24.157

Artist Name: Dr Rubberfunk

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: conrad lambert Contact Information Redacted Dec 17 '15 ip: 188.62.231.78

Artist Name: Merz

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted Dec 21 '15 ip: 82.35.185.126

Artist Name: Matt Woosey

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
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Signature: Contact Information Redacted , Dec 16 '15 ip: 171.33.255.163

Artist Name: mm

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://music.us/supporters and https://gtldresult.icann.org/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392
[3] http://www.iaomusic.org. See International Artist Organisation (IAO) letter to ICANN at http://music.us/letters/IAO.pdf

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 11 '15 ip: 92.28.8.27

Name: Eugene Romain

Title: Mr

Organization/Artist Name: Eugene Romain

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Elisa J. Llewellyn Contact Information Redacted Dec 11 '15 ip: 79.182.8.87

Name: Elisa J. Llewellyn

Title: .Music Community Supporter

Organization/Artist Name: .Music/Imogen Heap

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Hector Castaneda

Signature: Contact Information Redacted Dec 13 '15 ip: 71.202.128.56

Name: Hector Castaneda

Title: .MUSIC owner

Organization/Artist Name: DotMusic

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 23 '15 ip: 184.98.35.76

Name: Zaya Heap

Title: Producer

Organization/Artist Name: Zaya Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Aaron Michael Cox Contact Information Redacted Dec 13 '15 ip: 67.84.116.21

Name: Aaron Michael Cox

Title: Chief Marketing Officer

Organization/Artist Name: Mondable

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Adassa Noel Contact Information Redacted Dec 13 '15 ip: 67.84.116.21

Name: Adassa Noel

Title: Registered Nurse

Organization/Artist Name: Westchester Medical Center

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Joseph Kendall Contact Information Redacted Dec 13 '15 ip: 67.84.116.21

Name: Joseph Kendall

Title: Model

Organization/Artist Name: JoeKay

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Michael Burris Contact Information Redacted Dec 13 '15 ip: 67.84.116.21

Name: Michael Burris

Title: Artist Recruiter

Organization/Artist Name: Mondable

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jordan Jones Contact Information Redacted Dec 13 '15 ip: 73.52.165.69

Name: Jordan Jones

Title: Owner

Organization/Artist Name: IO Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Dec 14 '15 ip: 67.84.116.21

Name: Elijah Lipner

Title: Record Store Clerk

Organization/Artist Name: Music City

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 14 '15 ip: 149.18.58.58

Name: Tim Shaw

Organization/Artist Name/Self: Tim Exile

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 14 '15 ip: 107.185.75.173

Name: Keith Kehrer

Organization/Artist Name/Self: Kamakaze Krush

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jeff Moore Contact Information Redacted Dec 14 '15 ip: 75.147.139.105

Name: Jeff Moore

Title: Musician, musician supporter

Organization/Artist Name: Jeff Moore

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Fabio Hirata Contact Information Redacted Dec 15 '15 ip: 179.54.232.116

Name: Fabio Hirata

Organization/Artist Name/Self: Fabio Hirata

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 15 '15 ip: 90.209.205.186

Name: Bob Newman

Organization/Artist Name/Self: Bob Newman

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Shane R. Grace Contact Information Redacted Dec 15 '15 ip: 68.58.223.159

Name: Shane R. Grace

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Adrian Spalinky Contact Information Redacted Dec 15 '15 ip: 92.25.11.205

Name: Adrian Newsum

Organization/Artist Name/Self: Adrian Spalinky

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 15 '15 ip: 166.170.42.143

Name: Ariel Bermudo

Organization/Artist Name/Self: AC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 15 '15 ip: 92.238.77.195

Name: Kuda

Organization/Artist Name/Self: Kuda

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 16 '15 ip: 216.49.181.253

Name: Megan VerHoef

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 16 '15 ip: 50.131.38.122

Name: Jon Buch

Organization/Artist Name/Self: Vio Mobile, LLC.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Luis Gravato Santos Contact Information Redacted Dec 15 '15 ip: 85.138.96.66

Name: Luis Gravato Santos

Organization/Artist Name/Self: Luis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Fred Campbell Contact Information Redactec Dec 10 '15 ip: 107.202.124.144

Name: Fred Campbell

Title: Band leader

Organization/Artist Name: SkaJamz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 17 '15 ip: 5.148.54.226

Name: Daria Lanz

Organization/Artist Name/Self: Daria Lanz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 24.34.240.223

Name: Linda Marie Ponte

Organization/Artist Name/Self: Linda Marie Ponte

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sambodhi Prem Contact Information Redacted Dec 18 '15 ip: 124.181.81.109

Name: Sambodhi Prem

Organization/Artist Name/Self: Sambodhi Prem

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 17 '15 ip: 24.91.226.69

Name: Elizabeth Brick

Organization/Artist Name/Self: Lizbrick Art

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 184.69.192.194

Name: Benjamin Ryder

Organization/Artist Name/Self: Benjamin Ryder

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: L B endall Contact Information Redacted Dec 18 '15 ip: 87.114.205.184

Name: Luke Bendall

Organization/Artist Name/Self: Luke Bendall

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: A. Cockbain Contact Information Redacted Dec 18 '15 ip: 79.64.102.166

Name: Andrea Cockbain

Organization/Artist Name/Self: Andrea Cockbain

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Signature: Contact Information Reda Dec 18 '15 ip: 82.112.130.8

Name: Marc Mitchell

Organization/Artist Name/Self: Marc Mitchell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sarah K. Smailes Contact Information Redacted Dec 18 '15 ip: 204.130.226.100

Name: Sarah K. Smailes

Organization/Artist Name/Self: Nyxie Crafts

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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Signature: eliane marcaurelle Contact Information Redacted Dec 18 '15 ip: 96.23.87.13

Name: Eliane Marcaurelle

Organization/Artist Name/Self: Eliane Marcaurelle

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 73.216.115.131

Name: Jacob Stenzel

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Katee Schultz Contact Information Redacted Dec 18 '15 ip: 216.195.174.45

Name: Katee Schultz

Organization/Artist Name/Self: Katee Schultz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Wendy T. Contact Information Redact Dec 18 '15 ip: 82.67.17.240

Name: Wendy

Organization/Artist Name/Self: Listener Wendy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Devon Schmidt Contact Information Redacted Dec 18 '15 ip: 86.40.65.197

Name: Devon Schmidt

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Michael Stokes Contact Information Redacted Dec 18 '15 ip: 24.228.253.12

Name: Michael Stokes

Organization/Artist Name/Self: Lynn Verlayne Studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: liam lindsay Contact Information Redacted Dec 18 '15 ip: 24.36.12.24

Name: liam lindsay

Organization/Artist Name/Self: liam lindsay

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 68.8.75.190

Name: Blair Nelson

Organization/Artist Name/Self: Blair Nelson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Fieke van den Hurk Contact Information Redacted Dec 18 '15 ip: 77.164.43.140

Name: Fieke van den Hurk

Organization/Artist Name/Self: Orchus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 75.170.73.113

Name: Daniel fox

Organization/Artist Name/Self: Daniel fox

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Dmckeon Contact Information Redacted Dec 18 '15 ip: 86.27.223.170

Name: Daniel McKeon

Organization/Artist Name/Self: Musica et Cibum

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 2.81.57.48

Name: Ricardo Bessa

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 80.42.178.221

Name: Brian Pilkington

Organization/Artist Name/Self: Brian Pilkington

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Jan Alexander Corsini Contact Information Redacted Dec 18 '15 ip: 93.44.188.102

Name: Jan Alexander Corsini

Organization/Artist Name/Self: Jan AxHell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 1.129.96.108

Name: Scott Watkins

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: ClaraOverbyDrew Contact Information Redacted Dec 18 '15 ip: 87.56.89.17

Name: Clara

Organization/Artist Name/Self: Clara Overby

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Paul Kitchen Contact Information Redacted Dec 18 '15 ip: 67.172.73.121

Name: Paul Kitchen

Organization/Artist Name/Self: Self Conscious Music/Paul Kitchen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

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Signature: Contact Information Redacted Dec 18 '15 ip: 64.237.227.137

Name: Angel L Cruz Perez

Organization/Artist Name/Self: kaosindustry

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Signature: Contact Information Redacted Dec 18 '15 ip: 76.114.126.227

Name: Lorene Howell

Organization/Artist Name/Self: Self

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 17 '15 ip: 69.23.214.41

Name: Eliza Roark

Organization/Artist Name/Self: Eliza Roark

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 73.221.141.196

Name: jennifer olsen

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Benjamin Drews Contact Information Redacted Dec 18 '15 ip: 51.174.60.73

Name: Benjamin Drews

Organization/Artist Name/Self: Ben Drews

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 73.225.119.149

Name: Dave Ballard

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 121.75.112.188

Name: Elias

Organization/Artist Name/Self: Affsid Kidjhagiffy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Douglas W. Craig Contact Information Reda Dec 18 '15 ip: 98.238.78.161

Name: Douglas Craig

Organization/Artist Name/Self: Douglas Craig

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 104.180.154.83

Name: Corey Walsh

Organization/Artist Name/Self: Corey Walsh

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Brian Evans Contact Information Redacted Dec 18 '15 ip: 128.138.65.135

Name: Brian Evans

Organization/Artist Name/Self: Implicate Entertainment / Robert Sparrow

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: adam stark Contact Information Redacted Dec 18 '15 ip: 5.67.112.140

Name: Adam Stark

Organization/Artist Name/Self: Mi.mu Gloves

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Matteo Carcangiu Contact Information Redacted Dec 18 '15 ip: 151.56.145.10

Name: Matteo Carcangiu

Organization/Artist Name/Self: Porter Macready

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Gabriela Wale Soto Contact Information Redacted Dec 18 '15 ip: 90.217.67.29

Name: Gabriela Wale soto

Organization/Artist Name/Self: Self employed

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 50.176.213.111

Name: Lydia parison

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 46.255.112.234

Name: Paul Cho

Organization/Artist Name/Self: Lonely Coyote

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 66.87.30.138

Name: Kevin Patrick

Organization/Artist Name/Self: Kevin Patrick

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 18 '15 ip: 86.146.149.135

Name: Kate Havnevik

Organization/Artist Name/Self: Kate Havnevik

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Dec 18 '15 ip: 94.14.120.214

Name: Ryan James

Organization/Artist Name/Self: Man Without Country, Secular Ghost

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Michael Teuber Contact Information Redacted Dec 18 '15 ip: 95.90.184.85

Name: Michael Teuber

Organization/Artist Name/Self: Vogel T.

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[19] http://www.afilias.info/about-us

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Signature: Cyrene Jagger Contact Information Redacted Dec 18 '15 ip: 71.110.132.229

Name: Cyrene Jagger

Organization/Artist Name/Self: JaggerEdge Platinum Artists

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 166.170.56.6

Name: Anna Grace Teal

Organization/Artist Name/Self: Imogen Heap fan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ron Stefanko Contact Information Redacted Dec 18 '15 ip: 184.18.207.73

Name: Ron Stefanko

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: ΣA Contact Information Redacted Dec 18 '15 ip: 31.217.180.10

Name: stratis anastasiou

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 192.195.83.200

Name: Joseph Lodin

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 72.177.30.159

Name: Paul Means

Organization/Artist Name/Self: Paul Means

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 85.66.30.77

Name: Ferenc Karsai

Organization/Artist Name/Self: Justin Corza

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 209.95.43.22

Name: Jennifer Shea

Organization/Artist Name/Self: Jennifer Shea

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sean Golden Contact Information Redacted Dec 18 '15 ip: 75.132.18.3

Name: Sean Golden

Organization/Artist Name/Self: Sean Golden Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 81.136.111.190

Name: Sean Buttigieg

Organization/Artist Name/Self: Sean Buttigieg

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Khaos Contact Information Redacted Dec 18 '15 ip: 89.93.231.26

Name: Le Strat Bryan

Organization/Artist Name/Self: Khaos Industry

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 173.2.239.129

Name: Kathryn Mitchell

Organization/Artist Name/Self: Kathryn Dearborn

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 70.197.72.20

Name: Mary Kate Jiménez-Wall

Organization/Artist Name/Self: Reven

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 189.173.121.156

Name: Wendy Paredes

Organization/Artist Name/Self: Wendy Paredes

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 73.24.13.11

Name: Carolyn Anderson

Organization/Artist Name/Self: Carolyn Anderson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Signature: Contact Information Redact Dec 18 '15 ip: 73.245.76.218

Name: danielle rudess

Organization/Artist Name/Self: wizdom music

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Signature: Contact Information Redacted Dec 18 '15 ip: 120.17.132.49

Name: Lawrence Crumpton

Organization/Artist Name/Self: Lawrence R. Crumpton

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Donna Emsies Contact Information Redacted Dec 18 '15 ip: 1.144.96.2

Name: Donna Emsies

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted Dec 18 '15 ip: 209.6.220.65

Name: Kelly Barnhart

Organization/Artist Name/Self: Kelly Barnhart

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: J.W.M.B Contact Information Redacted Dec 18 '15 ip: 60.234.86.94

Name: Jace Bobbette

Organization/Artist Name/Self: APRA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Bill Hathaway Contact Information Redacted Dec 18 '15 ip: 24.116.56.118

Name: Bill Hathaway

Organization/Artist Name/Self: Skyshells

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 122.111.136.237

Name: Michael Beverland

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Carlos Coelho Contact Information Redacted Dec 18 '15 ip: 2.81.228.134

Name: Carlos Coelho

Organization/Artist Name/Self: Carlos Coelho

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 24.5.122.90

Name: Michelle Magnoli

Organization/Artist Name/Self: Michelle Magnoli

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 24.188.69.152

Name: Tom Shani

Organization/Artist Name/Self: 1023 MB

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 203.106.154.205

Name: Calvin Tung

Organization/Artist Name/Self: Calvin Tung

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 73.198.21.145

Name: Deb lux

Organization/Artist Name/Self: Deb lux

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 69.165.195.43

Name: Kaelan Doyle Myerscough

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 50.155.93.87

Name: Shane McQuerry

Organization/Artist Name/Self: Shane McQuerry/Cardona

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 172.56.12.238

Name: Alexis C.Lamb

Organization/Artist Name/Self: Alexis C. Lamb

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Samantha H.S Contact Information Redacted Dec 18 '15 ip: 70.160.140.218

Name: Samantha H.S

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 173.33.202.175

Name: Ivo Jusis

Organization/Artist Name/Self: DJBRAIN

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 87.48.29.45

Name: Maria Nguyen

Organization/Artist Name/Self: Maria Nguyen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Signature: Contact Information Redacted Dec 18 '15 ip: 107.92.56.176

Name: Kerri West

Organization/Artist Name/Self: The Minor Mishap Marching Band

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Dec 18 '15 ip: 188.27.82.105

Name: Andrei Popa

Organization/Artist Name/Self: Andrei Popa

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Samantha Garcja Contact Information Redacted Dec 18 '15 ip: 216.183.55.47

Name: Samantha Garcia

Organization/Artist Name/Self: Samantha Garcia

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Signature: Contact Information Redact Dec 18 '15 ip: 68.192.89.193

Name: Antek Kotula

Organization/Artist Name/Self: Composer - Guitarist

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 71.236.144.91

Name: Cameron Yee

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: ariframly Contact Information Redacted Dec 18 '15 ip: 175.139.127.241

Name: Arif Aizuddin bin Ramly

Organization/Artist Name/Self: The Wknd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 172.91.12.154

Name: Zachary Thorpe

Organization/Artist Name/Self: Zach Thorpe

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Michael J Allen Contact Information Redacted Dec 18 '15 ip: 24.179.146.227

Name: Michael J Allen

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 97.121.43.215

Name: Michelle hadfield

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Michael Brinkerhoff Contact Information Redacted Dec 18 '15 ip: 67.213.252.60

Name: Michael Brinkerhoff

Organization/Artist Name/Self: Michael Brinkerhoff

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Emily Swindell Contact Information Redacted Dec 18 '15 ip: 71.218.188.248

Name: Emily Swindell

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Jenny Bonan Contact Information Redacted Dec 18 '15 ip: 50.186.141.153

Name: Jenny Bonan

Organization/Artist Name/Self: Jenny Bonan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 166.177.123.19

Name: Dustin Rapier

Organization/Artist Name/Self: Fly Penguin Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Beatriz Hernandez de Fuhr

Contact Information Rec Dec 19 '15 ip: 2.110.60.222

Name: Beatriz Hernandez de Fuhr

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Catherine Gallagher Contact Information Redacted Dec 19 '15 ip: 104.35.173.18

Name: Catherine Gallagher

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 75.136.57.251

Name: Richard Marlow

Organization/Artist Name/Self: Richard Marlow

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Angie Kandalaft Contact Information Redacted Dec 19 '15 ip: 50.130.243.78

Name: NA

Organization/Artist Name/Self: Angie Kandalaft

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Rebecca Sohn Contact Information Redacted Dec 19 '15 ip: 69.193.7.71

Name: Rebecca Sohn

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 74.66.2.195

Name: Elena B

Organization/Artist Name/Self: Self

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Signature: Contact Information Redacted Dec 19 '15 ip: 151.228.119.243

Name: Andrew Kerley

Organization/Artist Name/Self: Imogen heep supporter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 72.23.144.128

Name: Garrett Bouslough

Organization/Artist Name/Self: Writer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[19] http://www.afilias.info/about-us

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Signature: Contact Information Redacted , Dec 19 '15 ip: 205.175.118.246

Name: Chris Steckler

Organization/Artist Name/Self: Chris Steckler

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Aaron Arntson Contact Information Redacted Dec 18 '15 ip: 172.88.83.238

Name: Aaron Arntson

Organization/Artist Name/Self: Immogen Heap among others

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 73.3.125.127

Name: Madelyn Whitlock

Organization/Artist Name/Self: Madelyn Blue

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sora Lee Contact Information Redacted Dec 18 '15 ip: 66.87.82.33

Name: Sora Lee

Organization/Artist Name/Self: Sora Lee

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: gchapanduka Contact Information Redacted Dec 19 '15 ip: 90.210.12.219

Name: Gift Chapanduka

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ethan Rank Contact Information Redacted Dec 19 '15 ip: 41.13.216.68

Name: Ethan Rank

Organization/Artist Name/Self: Ethan Rank

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 188.179.49.90

Name: Ole Toxværd

Organization/Artist Name/Self: Ole Brinnk Toxværd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 162.236.197.100

Name: Marcel Morin

Organization/Artist Name/Self: Digital Polaris

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redact Dec 19 '15 ip: 188.182.193.25

Name: Kristian Mogensen

Organization/Artist Name/Self: Music educator from Denmark

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 166.171.250.223

Name: Dennen Hansen

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Dec 19 '15 ip: 73.12.174.3

Name: Skye Bergen

Organization/Artist Name/Self: Skye Bergen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 73.12.174.3

Name: Skye Bergen

Organization/Artist Name/Self: Skye Bergen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Organization/Artist Name/Self: Skye Bergen

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 213.205.252.99

Name: Aidan O'Brien

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 18 '15 ip: 166.176.59.19

Name: Gretchen DeVaney

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Peter Hartmann Contact Information Redacted Dec 18 '15 ip: 78.51.42.210

Name: Peter Hartmann

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Scott Readman Contact Information Redacted Dec 18 '15 ip: 90.199.132.0

Name: Scott Readman

Organization/Artist Name/Self: Self

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Signature: Contact Information Redacted Dec 19 '15 ip: 217.34.109.113

Name: Kim Harris

Organization/Artist Name/Self: Self

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 69.210.131.57

Name: Emily Tisdel

Organization/Artist Name/Self: Emily Tisdel

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Micah Johnston Contact Information Redacted Dec 19 '15 ip: 67.177.10.209

Name: Micah Johnston

Organization/Artist Name/Self: Micah Johnston

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 80.134.96.7

Name: Martin Gerke

Organization/Artist Name/Self: composer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 1.241.13.104

Name:

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: David Cramer Lyon Contact Information Redacted Dec 19 '15 ip: 73.164.78.136

Name: David Cramer Lyon

Organization/Artist Name/Self: David Cramer Lyon

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 213.233.132.170

Name: Darragh Nolan

Organization/Artist Name/Self: Asta Kalapa / Sacred Animals

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 81.159.35.232

Name: Marion Briggs

Organization/Artist Name/Self: Marion Briggs

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Rebecca Iles Contact Information Redacted Dec 19 '15 ip: 86.145.55.10

Name: Rebecca Iles

Organization/Artist Name/Self: Rebecca Iles Photography

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 84.46.18.174

Name: Carsten Schiers

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 77.99.140.166

Name: Marie Tsnsley-Scales

Organization/Artist Name/Self: N/a

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 212.116.74.6

Name: Madeleine Muller

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 99.224.48.144

Name: Leevie Hart

Organization/Artist Name/Self: A music lover in a music community surrounded by musicians

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Dec 19 '15 ip: 51.175.159.190

Name: Eivind marøy

Organization/Artist Name/Self: Eivind Marøy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Kris Halpin Contact Information Redacted Dec 19 '15 ip: 46.208.244.248

Name: Kris Halpin

Organization/Artist Name/Self: Winter Of '82

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Giovanni Ferrante Contact Information Redacted Dec 19 '15 ip: 79.36.193.99

Name: Giovanni Ferrante

Organization/Artist Name/Self: Giovanni Ferrante

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 86.128.156.106

Name: Fabio Caliri

Organization/Artist Name/Self: Fabio Caliri

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Dec 19 '15 ip: 84.87.16.16

Name: Aljosha Konstanty

Organization/Artist Name/Self: AK

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Signature: Contact Information Redacted Dec 19 '15 ip: 81.48.175.234

Name: kenza khalil

Organization/Artist Name/Self: kenza khalil

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 82.132.214.215

Name: Sarah Smith

Organization/Artist Name/Self: Sarah Smith

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: C. Bayley Contact Information Redacted Dec 19 '15 ip: 82.132.225.106

Name: Claire Bayley

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 86.137.50.254

Name: Carly Verhey

Organization/Artist Name/Self: .

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 80.62.116.207

Name: Johannes Brandstrup

Organization/Artist Name/Self: Johannes

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 58.173.251.90

Name: Cody Jones

Organization/Artist Name/Self: Lamprey

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 86.140.120.250

Name: Nichole Coxon

Organization/Artist Name/Self: Fashion designer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: ASP Contact Information Redacted Dec 19 '15 ip: 2.219.208.63

Name: Anthony Stephen Phillips

Organization/Artist Name/Self: Narbone

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 62.218.249.73

Name: joerg mayr

Organization/Artist Name/Self: j.mayr

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: mariamzakarian Contact Information Redacted Dec 19 '15 ip: 130.226.217.209

Name: Mariam Zakarian

Organization/Artist Name/Self: Mariam Zakarian

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: LNZ Contact Information Redacted Dec 19 '15 ip: 66.87.83.99

Name: Lindsey Arturo

Organization/Artist Name/Self: LNZ

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 101.177.233.174

Name: Guy hinde

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 172.112.38.43

Name: Brandon Flickinger

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 146.115.145.16

Name: Joshua D Murphy

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Melissa Atwell Contact Information Redacted Dec 19 '15 ip: 76.175.104.185

Name: Melissa Atwell

Organization/Artist Name/Self: Melissa Atwell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Allie K Stewart Contact Information Redacted Dec 19 '15 ip: 146.199.217.175

Name: Allie K Stewart

Organization/Artist Name/Self: Allie K Stewart

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: A Tred Contact Information Redacted Dec 19 '15 ip: 121.216.124.146

Name: Andrew Tredinnick

Organization/Artist Name/Self: Andrew Tredinnick

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 23.251.65.101

Name: John kowalski

Organization/Artist Name/Self: Babacita

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Signature: Contact Information Redacted Dec 19 '15 ip: 120.19.162.214

Name: Xander Cross

Organization/Artist Name/Self: Keep The Balance

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 109.158.118.69

Name: Chris Long

Organization/Artist Name/Self: Music Is Math

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Stan Contact Information Redacted Dec 19 '15 ip: 37.228.229.76

Name: Constantin Stan

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 166.176.251.138

Name: Chelsea Crowson

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Danny Sperling Contact Information Redacted Dec 19 '15 ip: 86.184.205.117

Name: Danny Sperling

Organization/Artist Name/Self: Minty Highway Ltd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Felipe Celestino Contact Information Redacted Dec 19 '15 ip: 189.121.89.188

Name: Felipe Celestino da Silva

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 58.161.239.164

Name: Sean Coady

Organization/Artist Name/Self: Roundtable Studios

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Carlos Cipa Contact Information Redacted Dec 19 '15 ip: 93.204.108.73

Name: Carlos Cipa

Organization/Artist Name/Self: Carlos Cipa

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 31.151.60.195

Name: Shanna Nicó Slemmer

Organization/Artist Name/Self: Shanna Nicó Slemmer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ioan Wyllis Contact Information Redacted Dec 18 '15 ip: 109.149.78.82

Name: Ioan Wyllis

Organization/Artist Name/Self: Ioan Wyllis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Iain Morley Contact Information Redacted Dec 19 '15 ip: 82.132.212.222

Name: Iain Morley

Organization/Artist Name/Self: The Buffalo Riot

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Maria Chiara Ricciarelli Contact Information Redacted Dec 19 '15 ip: 151.46.220.243

Name: Maria Chiara Ricciarelli

Organization/Artist Name/Self: MCR

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: NP Madden Contact Information Redacted Dec 19 '15 ip: 2.240.56.15

Name: Niall Madden

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 38.101.71.159

Name: Jessica R Cutshall

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 68.231.82.57

Name: James Pena

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 19 '15 ip: 74.111.44.127

Name: Slavik sisorchuk

Organization/Artist Name/Self: Me

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Signature: Joshua A. Carver, PhD Contact Information Redacted Dec 19 '15 ip: 184.190.215.233

Name: Joshua A. Carver, PhD

Organization/Artist Name/Self: Joshua Carver

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Dan Cutchen Contact Information Redacted Dec 19 '15 ip: 162.207.253.78

Name: Dan Cutchen

Organization/Artist Name/Self: Dan Cutchen Music

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Signature: Contact Information Redacted Dec 19 '15 ip: 80.106.104.82

Name: Lina Alexaki

Organization/Artist Name/Self: Eliethel

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Agnes Milewski Contact Information Redacted Dec 19 '15 ip: 212.95.7.2

Name: Agnes Milewski

Organization/Artist Name/Self: Agnes Milewski

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 78.145.4.47

Name: Sidonie Maria

Organization/Artist Name/Self: Sidonie Maria

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 98.27.158.40

Name: Kathryn Montgomery

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Clara L. M. Contact Information Redacted Dec 19 '15 ip: 95.22.88.132

Name: Clara Luis Mingueza

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 166.175.186.230

Name: Kevin J Brenner

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 50.86.50.227

Name: Kenneth Rainey

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 78.54.119.61

Name: Jens Kemper

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Benjmain Tice Contact Information Redacted Dec 18 '15 ip: 24.185.40.61

Name: Benjamin Tice

Organization/Artist Name/Self: The Wordsmiths

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 70.199.144.36

Name: Emily Ann Peterson

Organization/Artist Name/Self: Emily Ann Peterson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: HMDacey Contact Information Redacted Dec 19 '15 ip: 90.204.195.60

Name: Hannah Dacey

Organization/Artist Name/Self: Royal College of Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 104.34.67.14

Name: James Neal

Organization/Artist Name/Self: James Neal

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Murray Allan Contact Information Redacted Dec 18 '15 ip: 80.189.205.22

Name: Murray Allan

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Lisa Huff Contact Information Redacted Dec 19 '15 ip: 174.102.123.15

Name: Lisa Huff

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: kendra Contact Information Redacted Dec 19 '15 ip: 71.17.194.11

Name: kendra

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Clare Fekete Contact Information Redacted Dec 19 '15 ip: 143.206.150.20

Name: Clare Fekete

Organization/Artist Name/Self: Clare Fekete

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information R Dec 19 '15 ip: 80.164.49.46

Name: Torben Andersen

Organization/Artist Name/Self: Photontic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Ashlee Ruesch Contact Information Redacted , Dec 19 '15 ip: 70.208.6.180

Name: Ashlee Rueach

Organization/Artist Name/Self: Ashlee Woo

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Signature: Contact Information Redacted Dec 19 '15 ip: 73.8.135.111

Name: Oscar Manjarrez

Organization/Artist Name/Self: Self

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Niels-Erik Ernlund Contact Information Redacted Dec 19 '15 ip: 130.228.134.223

Name: Niels-Erik Ernlund

Organization/Artist Name/Self: Easy Livin'

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 94.224.71.158

Name: Michael Bauwens

Organization/Artist Name/Self: Michael

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Alistair Hume Contact Information Redacted Dec 18 '15 ip: 97.126.154.20

Name: Alistair Hume

Organization/Artist Name/Self: Manic Junction

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Amy Lake Contact Information Redacted Dec 18 '15 ip: 68.0.145.127

Name: Amy Lake

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 68.108.184.107

Name: Doug schaumburg

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 84.129.249.15

Name: Alexandra Zylka

Organization/Artist Name/Self: Alexandra Zylka

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Joe Streno Contact Information Reda Dec 19 '15 ip: 108.50.229.178

Name: Joe Streno

Organization/Artist Name/Self: Joe Streno

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: M.Lamb Contact Information Redacted Dec 19 '15 ip: 82.31.190.97

Name: Matt Lamb

Organization/Artist Name/Self: Matt Lamb

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Dec 19 '15 ip: 166.62.163.82

Name: Leah Mertz

Organization/Artist Name/Self: Leah Mertz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Steve Peter Contact Information Redacted Dec 19 '15 ip: 1.39.32.27

Name: Mrinal Peter

Organization/Artist Name/Self: Five8

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Joshua DeShazo Contact Information Redacted Dec 19 '15 ip: 73.225.69.19

Name: Joshua DeShazo

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: David M. McNamara Contact Information Redacted Dec 19 '15 ip: 72.70.50.217

Name: David M. McNamara

Organization/Artist Name/Self: David M. McNamara

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 70.112.193.203

Name: Tiffany Anderson

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Michael S. Sollien Contact Information Redacted , Dec 19 '15 ip: 90.149.238.51

Name: Michael Stensen Sollien

Organization/Artist Name/Self: Michael Sollien

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 19 '15 ip: 99.239.22.106

Name: Jarred Graham

Organization/Artist Name/Self: Jarred Graham

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Karin Contact Information Redacted Dec 18 '15 ip: 181.67.72.168

Name: Karin Lecca

Organization/Artist Name/Self: Karin Lecca

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Nicholas mora Contact Information Redacted Dec 19 '15 ip: 98.255.120.154

Name: Nicholas mora

Organization/Artist Name/Self: Nicholas mora

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Signature: PROST Contact Information Redacted Dec 19 '15 ip: 90.44.85.225

Name: Audrey Prost

Organization/Artist Name/Self: Audrey Prost

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Iona Lamy Contact Information Redacted Dec 19 '15 ip: 109.10.36.137

Name: Iona Lamy

Organization/Artist Name/Self: Iona Lamy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 76.175.53.231

Name: Drew Boles

Organization/Artist Name/Self: Drew Boles

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Gerardo J. Becerra Contact Information Redacted Dec 19 '15 ip: 50.173.124.63

Name: Gerardo J. Becerra

Organization/Artist Name/Self: GB

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 45.64.241.122

Name: TSAI Man Sum

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 82.33.1.131

Name: Chris Owens

Organization/Artist Name/Self: Waking Wednesday

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: HOLY Contact Information Redacted , Dec 19 '15 ip: 69.200.235.195

Name: Holy Magic

Organization/Artist Name/Self: Holy Magic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Elizabeth A Zwicky Contact Information Redacted Dec 19 '15 ip: 50.165.153.213

Name: Elizabeth A Zwicky

Organization/Artist Name/Self: Donuts/Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Dec 19 '15 ip: 85.2.187.73

Name: Lena Ibrahim

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 70.198.79.7

Name: Leah Bowen

Organization/Artist Name/Self: Leah Bowen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 91.88.60.66

Name: Lidwine de Royer Dupré

Organization/Artist Name/Self: Lidwine

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 222.153.123.162

Name: Wilson Taylor

Organization/Artist Name/Self: Wilson

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 78.144.176.69

Name: Adrian Carter

Organization/Artist Name/Self: Adrian Carter

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: ACCaelen Contact Information Redacted Dec 19 '15 ip: 201.142.156.182

Name: Ana C. Caelen

Organization/Artist Name/Self: Ana C. Caelen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Dec 19 '15 ip: 156.34.175.18

Name: Cynthia Kennedy

Organization/Artist Name/Self: Cynthia Kennedy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Gabrielle Diana Contact Information Redacted Dec 19 '15 ip: 99.246.117.64

Name: Gabrielle Diana

Organization/Artist Name/Self: Gabrielle Diana

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 79.180.6.105

Name: Ran Bensimon

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Dec 19 '15 ip: 82.66.85.143

Name: Chaz Lenoir

Organization/Artist Name/Self: Self

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Signature: Contact Information Redacted Dec 19 '15 ip: 86.30.53.203

Name: Rebecca Stubbings

Organization/Artist Name/Self: Saint Saviour

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Therese Gebert Contact Information Redacted Dec 19 '15 ip: 83.185.86.117

Name: Therese Gebert

Organization/Artist Name/Self: Silky Vintage

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Irena Manukian Contact Information Redacted Dec 19 '15 ip: 108.20.48.230

Name: Irena Manukian

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 24.218.158.140

Name: James Shriver

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 213.104.149.20

Name: Ash Dorey

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: A.M. Maksud Contact Information Redacted Dec 19 '15 ip: 84.87.78.133

Name: A.M. Maksud

Organization/Artist Name/Self: A.M. Maksud

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 75.159.22.144

Name: Yvon Loiselle

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Denise Millar Contact Information Redacted Dec 19 '15 ip: 49.195.7.76

Name: Denise Millar

Organization/Artist Name/Self: Denuse Millar

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 82.69.121.110

Name: Richard Lovell

Organization/Artist Name/Self: Richard Lovell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 49.197.175.148

Name: James Enchelmaier

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 61.7.3.99

Name: Nyomi Ross

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sasha Jones Contact Information Redacted Dec 19 '15 ip: 73.184.37.54

Name: Sasha Jones

Organization/Artist Name/Self: Cheyenne Blxck

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Marco Haseney Contact Information Redacted Dec 19 '15 ip: 80.187.103.33

Name: Marco Haseney

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: ebony.S.Nash Contact Information Redacted Dec 19 '15 ip: 1.127.48.68

Name: Ebony Nash

Organization/Artist Name/Self: Ebony Nash

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 50.65.89.69

Name: Claudine Lajoie

Organization/Artist Name/Self: Claudine Lajoie

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: AZakaite Contact Information Redacted Dec 18 '15 ip: 81.149.133.122

Name: Annija Zakaite

Organization/Artist Name/Self: Annija Zakaite

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Veronica-Clare Murrell Contact Information Redacted Dec 19 '15 ip: 82.13.133.106

Name: Veronica-Clare Murrell

Organization/Artist Name/Self: Veronica-Clare Murrell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Dec 19 '15 ip: 89.242.214.112

Name: Yolanda Bielawska

Organization/Artist Name/Self: Self

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Signature: Stephanie Mulherin Contact Information Redacted Dec 19 '15 ip: 73.42.49.233

Name: Stephanie Mulherin

Organization/Artist Name/Self: Self

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Austin Mordahl Contact Information Redacted Dec 19 '15 ip: 76.183.122.212

Name: Austin Mordahl

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 68.100.207.142

Name: Rebecca Duke

Organization/Artist Name/Self: Rebecca

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ashlie H Schares Contact Information Redacted Dec 19 '15 ip: 209.131.237.240

Name: Ashlie Hayden Schares

Organization/Artist Name/Self: Sing Yourself Happy, LLC/ Ashlie Hayden Schares

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Charles McCrone Contact Information Redacted , Dec 20 '15 ip: 71.231.184.176

Name: Charles McCrone

Organization/Artist Name/Self: Kaleidoscope School of Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: JEYazbek Contact Information Redacted Dec 19 '15 ip: 105.224.169.32

Name: John E.Yazbek

Organization/Artist Name/Self: John E.Yazbek

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Tim Neumann Contact Information Redacted Dec 20 '15 ip: 46.5.22.45

Name: Tim Neumann

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 71.192.142.218

Name: Chinh Do

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 , ip: 86.81.62.160

Name: Lize kok

Organization/Artist Name/Self: Lize kok

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Dirk Bartels Contact Information Redacted Dec 20 '15 ip: 217.227.35.238

Name: Dirk Bartels

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 86.191.158.242

Name: Baz Francis

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: M butler Contact Information Redacted Dec 18 '15 ip: 90.213.199.97

Name: M butler

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 41.13.0.92

Name: Lyn Easby

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 41.13.82.75

Name: Rudi van Schalkwyk

Organization/Artist Name/Self: Rudi van Schalkwyk

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ilona Reynolds Contact Information Redacted Dec 19 '15 ip: 109.145.52.229

Name: Ilona Reynolds

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Gilles Warrell Contact Information Redacted Dec 19 '15 ip: 109.153.98.48

Name: Gilles Warrell

Organization/Artist Name/Self: Gilles Warrell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 87.211.171.230

Name: Evelyn sies

Organization/Artist Name/Self: Evelyn sies

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ryan Elliott Contact Information Redacted Dec 20 '15 ip: 31.53.129.249

Name: Ryan Elliott

Organization/Artist Name/Self: Eden Shadow

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Signature: Leslie A. Rice Contact Information Redacted Dec 18 '15 ip: 68.187.255.31

Name: Leslie Rice

Organization/Artist Name/Self: Music Lovet, Private Citizen

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sumana Contact Information Redacted Dec 20 '15 ip: 80.215.155.11

Name: Sumana

Organization/Artist Name/Self: Sumana

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 151.177.5.247

Name: Ingemar Gustavsson

Organization/Artist Name/Self: Inka

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 81.141.72.230

Name: Konrad Maselko

Organization/Artist Name/Self: Konrad Maselko

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Dec 20 '15 ip: 96.19.117.120

Name: Gina Turner

Organization/Artist Name/Self: Gina Turner

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: L. Liedtke Contact Information Redacted Dec 19 '15 ip: 91.89.222.101

Name: Lars Liedtke

Organization/Artist Name/Self: {fraktal}

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 99.152.152.210

Name: Levi Weaver

Organization/Artist Name/Self: Levi Weaver (solo artist)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 24.24.164.35

Name: Petra Tulic

Organization/Artist Name/Self: Petra Tulic

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Keith J. Williams, Jr. Contact Information Redacted Dec 20 '15 ip: 4.31.182.107

Name: Keith J Williams, Jr.

Organization/Artist Name/Self: KayJay

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 80.5.67.83

Name: Jennifer Yuill

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ken Farrell Contact Information Redacted Dec 19 '15 ip: 178.167.254.81

Name: Ken Farrell

Organization/Artist Name/Self: Ken Farrell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Steven Whalen Contact Information Redacted Dec 19 '15 ip: 75.105.60.184

Name: Steven Whalen

Organization/Artist Name/Self: Steven Whalen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 193.90.56.51

Name: Kristine Kilvik Bergersen

Organization/Artist Name/Self: Kilvik records/Kristine Kilvik/Kristine Kilvik Bergersen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 50.170.138.188

Name: Carl M Page

Organization/Artist Name/Self: Animus Invidious

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: zohebshadab Contact Information Redacted , Dec 18 '15 ip: 27.107.39.29

Name: Zoheb

Organization/Artist Name/Self: Zoheb

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 20 '15 ip: 162.202.122.255

Name: Brian Wilson

Organization/Artist Name/Self: Brian Wilson, keyboardist

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 166.170.26.37

Name: Amber Witt

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Dec 20 '15 ip: 162.223.105.245

Name: Hannah Rowlett

Organization/Artist Name/Self: Self

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Signature: Olivia Seitz Contact Information Redacted Dec 20 '15 ip: 99.3.168.67

Name: Olivia Seitz

Organization/Artist Name/Self: Self

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 98.201.233.178

Name: David Chou

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 75.159.250.116

Name: Carrie Pohl

Organization/Artist Name/Self: Carrie Pohl

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 213.205.194.212

Name: Peter Downton

Organization/Artist Name/Self: Chief Commercial Officer, 7 digital

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Nathaniel Cascini Contact Information Redacted Dec 20 '15 ip: 24.21.49.163

Name: Nathaniel Cascini

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Kaczmarek, Tomasz Łukasz
Contact Information Redacted Dec 16 '15 ip: 79.186.39.203

Name: Kaczmarek Tomasz ukasz

Organization/Artist Name/Self: BDiA/Kaczmarek/Tommy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 173.80.205.122

Name: Andrew Preston

Organization/Artist Name/Self: The Woodsheep

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Per Sviggum Contact Information Redacted Dec 20 '15 ip: 80.212.245.94

Name: Per Sviggum

Organization/Artist Name/Self: Green Dolphin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 27.33.112.142

Name: r rover

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Richard Pell Contact Information Redacted Dec 20 '15 ip: 174.92.4.162

Name: Rich Pell

Organization/Artist Name/Self: Rich Pell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Shelby Lakes Contact Information Redacted Dec 18 '15 ip: 173.197.128.62

Name: shelby lakes

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 99.237.91.101

Name: Ian G.

Organization/Artist Name/Self: Ian G.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Kala Rose 0112358 Contact Information Redacted Dec 19 '15 ip: 166.177.122.134

Name: Kala Rose 0112358

Organization/Artist Name/Self: Kala Rose 0112358

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 166.137.178.30

Name: Albert Mathias

Organization/Artist Name/Self: Albert Mathias, Strictly Albert, Tin Pyramid Audio Media

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 176.182.222.116

Name: MONARD

Organization/Artist Name/Self: Marie-Ange

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Cherene Snow TYG Contact Information Redacted Dec 20 '15 ip: 174.70.97.156

Name: Cherene Snow

Organization/Artist Name/Self: Self

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 46.208.33.185

Name: Claire milligan

Organization/Artist Name/Self: Teacher

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Dec 19 '15 ip: 180.255.240.69

Name: Arianne Alcayde

Organization/Artist Name/Self: Imogen Heap

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Signature: Contact Information Redacted Dec 20 '15 ip: 60.225.122.35

Name: Barry Feyder

Organization/Artist Name/Self: Self

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 151.230.89.120

Name: Sarah Bunker

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Geoff White Contact Information Redacted Dec 20 '15 ip: 156.57.8.10

Name: Geoff White

Organization/Artist Name/Self: Geoff White

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 203.86.201.33

Name: Emma Cameron

Organization/Artist Name/Self: Decades

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 68.204.98.119

Name: Nicole Equerme

Organization/Artist Name/Self: Nicole Equerme

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Bill Janowski Contact Information Redacted , Dec 21 '15 ip: 108.69.167.14

Name: Bill Janowski

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 41.146.137.93

Name: Tumelo Senyane

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Dec 20 '15 ip: 41.146.137.93

Name: Tumelo Senyane

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Name: Tumelo Senyane

Organization/Artist Name/Self: Self

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 173.180.208.29

Name: Naomi Leboe

Organization/Artist Name/Self: Sessionwire Communications Inc. (sessionwire.com)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Jennifer Flynn Contact Information Redacted Dec 21 '15 ip: 71.221.66.73

Name: Jennifer Flynn

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: wastevenson Contact Information Redacted Dec 19 '15 ip: 5.81.191.76

Name: William Anthony Stevenson

Organization/Artist Name/Self: Elwood Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 88.96.54.213

Name: Janet Elliott

Organization/Artist Name/Self: Ryan Elliott music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 86.167.25.159

Name: Jack Hobbs

Organization/Artist Name/Self: JACKET

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Hope Contact Information Redacted Dec 21 '15 ip: 86.3.55.54

Name: Hope Russell-Winter

Organization/Artist Name/Self: Hope (Jacket Records)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Dec 21 '15 ip: 115.252.119.41

Name: Saket Savarn

Organization/Artist Name/Self: Shocketnavy

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sandra Olsen Contact Information Redacted Dec 19 '15 ip: 188.113.83.217

Name: Sandra Olsen

Organization/Artist Name/Self: Sandra Olsen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Dec 21 '15 ip: 174.44.203.39

Name: Gabriel Liberti

Organization/Artist Name/Self: self

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Signature: Contact Information Redacted Dec 20 '15 ip: 71.215.98.57

Name: Kevin N. HELLON

Organization/Artist Name/Self: spin and swirl recording

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Arlin C. Bantam Contact Information Redacted Dec 21 '15 ip: 105.226.59.102

Name: Arlin Bantam

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Shannon M. Minger Contact Information Redacted Dec 20 '15 ip: 172.56.8.42

Name: Shannon M Minger

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 24.230.204.222

Name: Gabrielle Proulx

Organization/Artist Name/Self: Gabrielle Proulx

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Chris Grose Contact Information Redacted Dec 21 '15 ip: 160.254.20.253

Name: Chris Grose

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Ben McGarvey Contact Information Redacted Dec 20 '15 ip: 82.132.237.233

Name: Ben McGarvey

Organization/Artist Name/Self: Minute Taker

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Laurence Lloyd Duff Contact Information Redacted Dec 21 '15 ip: 72.197.237.31

Name: Laurence Lloyd Duff

Organization/Artist Name/Self: HE and HIM

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Bairbre Connolly Contact Information Redacted Dec 21 '15 ip: 75.32.34.106

Name: Bairbre Connolly

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 20 '15 ip: 217.35.247.211

Name: Piotre Marcadet

Organization/Artist Name/Self: Piotre

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Sebastien Cloutier Contact Information Redacted Dec 21 '15 ip: 76.69.255.212

Name: Sebastien Cloutier

Organization/Artist Name/Self: Banzai studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 116.93.137.154

Name: Kari

Organization/Artist Name/Self: Celestial Blue Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 76.175.78.165

Name: Kelly Adams

Organization/Artist Name/Self: KARMINA

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 86.3.55.54

Name: Peter Berry

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: David Robert Contact Information Redacted Dec 21 '15 ip: 184.151.111.137

Name: David Robert

Organization/Artist Name/Self: CSAI coopérative de solidarité artistique d'ici

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Roy M. Crow Contact Information Redacted Dec 21 '15 ip: 184.4.211.212

Name: Roy Crow

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 72.46.207.169

Name: Robert Rose

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Dec 21 '15 ip: 24.155.240.103

Name: Samuel Witt

Organization/Artist Name/Self: Sam Witt

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 76.228.65.232

Name: Marina Verenikina

Organization/Artist Name/Self: Marina V

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[19] http://www.afilias.info/about-us

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Signature: James P. Heard Contact Information Redacted Dec 22 '15 ip: 66.87.70.40

Name: James P. Heard

Organization/Artist Name/Self: Imogen Heap

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 187.189.245.167

Name: Miriam

Organization/Artist Name/Self: Mirgreen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: John wilson Contact Information Redacted Dec 22 '15 ip: 172.58.16.33

Name: John L Wilson

Organization/Artist Name/Self: Johnnt

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Gustavo Vargas Melo Contact Information Redacted Dec 22 '15 ip: 177.40.94.25

Name: Gustavo Vargas Melo

Organization/Artist Name/Self: Gustavo Vargas Melo

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Diane Arcodia Contact Information Redacted Dec 22 '15 ip: 67.248.69.148

Name: Diane Arcodia

Organization/Artist Name/Self: Red Hot Radish Land (Music Blogger)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 166.137.97.158

Name: Carrie Romero

Organization/Artist Name/Self: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 60.225.121.149

Name: GAUDÉ Youva

Organization/Artist Name/Self: Youva

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Calmcarl Contact Information Redacted , Dec 21 '15 ip: 2.31.9.39

Name: Carl Chamberlain

Organization/Artist Name/Self: Calmcarl

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Lydia Stedeford Contact Information Redacted Dec 22 '15 ip: 208.35.180.109

Name: Lydia Stedeford

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Jennifer Depo Contact Information Redacted Dec 22 '15 ip: 70.209.141.230

Name: Jennifer Depo

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 19 '15 ip: 86.134.218.165

Name: Louise Wellby

Organization/Artist Name/Self: Lou Wellby / Jam Sandwich Live

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 24.7.124.167

Name: Jeffery Gebhardt

Organization/Artist Name/Self: The Terrain

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Joel Ponce Contact Information Redacted Dec 19 '15 ip: 74.85.71.113

Name: Joel Ponce

Organization/Artist Name/Self: Joel Ponce

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 21 '15 ip: 166.172.187.169

Name: Daniel Middleditch

Organization/Artist Name/Self: Dan Middleditch

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 173.180.134.25

Name: Kevin Williams

Organization/Artist Name/Self: Sessionwire Communications Inc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: R.north Contact Information Redacted , Dec 19 '15 ip: 92.40.248.49

Name: Richard North

Organization/Artist Name/Self: Selfa

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Raymond Giroux I ♡ Imogen Contact Information Redacted Dec 21 '15 ip: 72.200.200.105

Name: Raymond Giroux

Organization/Artist Name/Self: Autunoma

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: julien vauxion Contact Information Redacted Dec 22 '15 ip: 90.16.74.92

Name: julien vauxion

Organization/Artist Name/Self: julien vauxion

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Signature: Contact Information Redacted Dec 22 '15 ip: 80.99.156.100

Name: Szathmári Tamás

Organization/Artist Name/Self: tonimpex

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 199.241.200.110

Name: Marc Haumann

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 18 '15 ip: 79.167.125.94

Name: Akis Amprazis

Organization/Artist Name/Self: none

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 50.159.93.138

Name: Jared Mirsky

Organization/Artist Name/Self: OMD Agency

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Dec 22 '15 ip: 156.26.87.87

Name: Julie Brin

Organization/Artist Name/Self: Julie Brin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

November 23, 2015

Re: Over 100 new Support Letters for DotMusic's .MUSIC Community-Based Application (Application ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit ("EIU"),

Please accept the attached, over 100 new Letters of Support for DotMusic Limited and its .MUSIC mult-stakeholder, community-based application with ID 1-1115-14110.[1] We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation ("CPE") process. If there are any issues verifying any of the Letters, please do not hesitate to contact us.

As per the ICANN CPE FAQ,[2] we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
Contact Information Redacted

Website: http:/www.music.us
Email: Contact Information Redacted
Supporting Organizations: http://www.music.us/supporters
Multi-Stakeholder Governance Board: http://www.music.us/board

[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] See http://newgtlds.icann.org/en/applicants/cpe/faqs-10sep14-en.pdf, Pg. 5

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 109.159.74.206

Name: imogen heap

Title: Director

Organization/Artist Name: Megaphonic Records/ Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

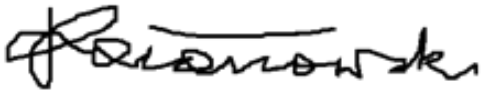

Signature: Contact Information Redacted Nov 14 '15 ip: 99.228.111.155

Name: Paul Pacanowski

Title: Mr.

Organization/Artist Name: Mellifluence

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Alan Gallagher

Signature: Contact Information Redacted , Nov 14 '15 ip: 156.34.27.49

Name: Alan Gallagher

Title: Songwriter

Organization/Artist Name: Alan gallagher

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 14 '15 ip: 174.93.10.198

Name: Mark McKechnie

Title: Principal

Organization/Artist Name: Mark McKechnie

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Patrick Lehman

Signature: Contact Information Redacted Nov 14 '15 ip: 184.162.72.188

Name: Patrick Lehman

Title: artist / label

Organization/Artist Name: September Soul Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Fernano Scatozza Contact Information Redacted Nov 14 '15 ip: 72.39.236.207

Name: Fernando Scatozza

Title: producer/recording/performing artist

Organization/Artist Name: Fernando Scatozza

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 14 '15 ip: 76.22.152.15

Name: Chris Dunnett

Title: CEO

Organization/Artist Name: Chris Dunnett

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Hugh Fraser Contact Information Redacted Nov 21 '15 ip: 90.208.136.127

Name: Hugh Fraser

Title: Mr

Organization/Artist Name: None

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Leonel Leon

Signature: Contact Information Redacted Nov 21 '15 ip: 72.229.212.182

Name: Leonel Leon

Title: Dr.

Organization/Artist Name: Imogen Heap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 9 '15 ip: 148.103.41.169

Name: Krishan agarwal

Title: President

Organization/Artist Name: Lcp llc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 9 '15 ip: 146.111.138.224

Name: Travis Edwards

Title: Mr.

Organization/Artist Name: 2-bit

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Michael Casey Contact Information Redacted Nov 5 '15 ip: 73.234.228.29

Name: Michael Casey

Title: Saxophonist

Organization/Artist Name: Mike Casey Music, ASCAP

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Peter Eisenkramer Contact Information Redacted Nov 9 '15 ip: 64.223.124.11

Name: Peter Eisenkramer

Title: Band Leader

Organization/Artist Name: The Thunderballs featuring NL Dennis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 9 '15 ip: 41.161.104.84

Name: Succezz Lepora

Title: Director

Organization/Artist Name: Succezz Lepora

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: David Foster-Smith Contact Information Redacted Nov 5 '15 ip: 94.175.210.154

Name: david foster-smith

Title: Mr

Organization/Artist Name: Move Over Dali

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[19] http://www.afilias.info/about-us

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 66.87.67.179

Name: Kathleen D. Smith

Title: Office Manager

Organization/Artist Name: G.E.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 184.149.24.61

Name: Sean Harley

Title: Musician

Organization/Artist Name: Trench Town Oddities

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 10 '15 ip: 99.57.65.99

Name: Sidney Jordan

Title: Mr.

Organization/Artist Name: J2G Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 198.96.78.130

Name: Verdon Vaillancourt

Title: Musician

Organization/Artist Name: NorthFacing Folk / Verdon Vaillancourt

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: M. Parson Contact Information Redacted Nov 10 '15 ip: 69.159.192.3

Name: Michelle Parson

Title: Vocalist

Organization/Artist Name: MOKA, Maestre and Friends

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 10 '15 ip: 68.179.9.185

Name: Jason Grilo

Title: Manager

Organization/Artist Name: White Lightning

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Wilz J Leadbetter Contact Information Redacted Nov 10 '15 ip: 5.80.252.80

Name: Wilz Leadbetter

Title: Mr

Organization/Artist Name: Stage Repertoire Logistics Ltd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Rec Nov 10 '15 ip: 70.173.120.14

Name: Gregory J VanBoven

Title: Musician - Arranger - Copyist - Trumpet/flugelhorn player

Organization/Artist Name: GVanBoven

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Brian Sklar Contact Information Redacted Nov 10 '15 ip: 204.83.84.42

Name: Brian Sklar

Title: President

Organization/Artist Name: Regina Musicians Association, Local 446 AFM/CFM

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redact Nov 10 '15 ip: 68.232.95.108

Name: Andrew M Dunn

Title: Managing Director

Organization/Artist Name: Cross Words Music International

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Michael Meehan

Signature: Contact Information Redacted Nov 10 '15 ip: 65.95.193.231

Name: Michael Meehan

Title: Supported, musician, father to a musician

Organization/Artist Name: Two Dollar Bills, Dan James

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 74.14.169.23

Name: Nicholas Harding

Title: Mr

Organization/Artist Name: Nicholas Harding

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Signature: Contact Information Redacted Nov 10 '15 ip: 99.226.84.85

Name: Wilma Cromwell

Title: Treasurer

Organization/Artist Name: COAPA - Coalition of Artistes Promoting Artistes

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 10 '15 ip: 24.141.52.31

Name: N Jay Burr

Title: Musician composer producer recording engineer

Organization/Artist Name: PlugHead Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 209.239.31.177

Name: Andrew Petrasiunas

Title: CEO

Organization/Artist Name: Threshold Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 174.0.166.1

Name: Peter Kaz

Title: CEO / Artist Management

Organization/Artist Name: One 11 Music Group Inc.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 137.175.245.15

Name: Sylvain Lavoie

Title: President

Organization/Artist Name: La Slyroom Recording Studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 24.89.230.84

Name: Robert Clinton Campbell

Title: Co-owner

Organization/Artist Name: Campbell + Green / ROCA Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: D. Drugan Contact Information Redacted Nov 10 '15 ip: 69.158.47.142

Name: Darrin Drugan

Title: Ceo

Organization/Artist Name: Majestic Records / AF Publishing

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: R L Read Contact Information Redacted Nov 10 '15 ip: 142.46.193.2

Name: Rhonda Lee Read (RL)

Title: Mrs.

Organization/Artist Name: Aye Lighthouse Counseling

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 68.150.222.94

Name: Brian Burshtinski

Title: Musician, recording mixing engineer, studio owner

Organization/Artist Name: BB Studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 108.180.26.250

Name: Gary Swartz

Title: Lyricist

Organization/Artist Name: Whispers of the Heart - musical

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Dan Barkley Contact Information Redacted Nov 10 '15 ip: 99.246.148.103

Name: Dan Barkley

Title: Mr.

Organization/Artist Name: Dan Barkley

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 173.183.106.204

Name: Caroline Lambert-Mimnaugh

Title: Music Manager

Organization/Artist Name: WiL

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 70.81.234.167

Name: Micheline Emond

Title: Songwriter

Organization/Artist Name: Micheline Emond

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Daniel Greer Contact Information Redacted Nov 10 '15 ip: 24.114.78.200

Name: Daniel Greer

Title: Mr

Organization/Artist Name: Get Bent Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted Nov 10 '15 ip: 70.70.153.11

Name: Bryon Tosoff

Title: Musician Composer

Organization/Artist Name: Bryon Tosoff

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Bill McBirnie

Signature: Contact Information Redacted Nov 10 '15 ip: 162.222.83.12

Name: Bill McBirnie

Title: Principal

Organization/Artist Name: Extreme Flute

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 74.214.137.30

Name: Michael Gerbrandt

Title: Composer, Producer, Publisher

Organization/Artist Name: NineplusOne, Gerbrandt

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 10 '15 ip: 24.85.69.13

Name: Cheryl hutchinson

Title: Composer

Organization/Artist Name: None

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: M.J. Russell Contact Information Redacted Nov 10 '15 ip: 173.33.13.164

Name: Mary-Jane Russell

Title: Managing Partner

Organization/Artist Name: Janus Productions/Nick Blagona

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 70.30.147.209

Name: Julia Fountain

Title: Owner/teacher

Organization/Artist Name: Fountain Music Studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted , Nov 10 '15 ip: 76.69.5.110

Name: May Ling Ko

Title: Artist Manager

Organization/Artist Name: Chugg Entertainment

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 76.66.108.137

Name: Dave McManus

Title: Musician

Organization/Artist Name: The Junction City All-Stars

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Signature: Contact Information Redacted Nov 10 '15 ip: 142.22.74.130

Name: Chris carmichael

Title: Mr.

Organization/Artist Name: Music teacher high school

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 99.236.56.53

Name: Chris Reuber

Title: Owner / President

Organization/Artist Name: Gut Level Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 10 '15 ip: 70.53.156.245

Name: David Lines

Title: Musician/producer

Organization/Artist Name: David Lines/David Paul Lines/Dave Lines

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Signature: Contact Information Redacted Nov 10 '15 ip: 64.247.139.199

Name: Brian Wainwright

Title: Producer, Director, Co-Author of Musicals, Piano Technician

Organization/Artist Name: Theatre YK, Yellowknife, NWT

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Chrysanthema Contact Information Redacted Nov 10 '15 ip: 174.0.69.198

Name: Chrysanthema Pashunkova-Nikol

Title: PhD Violinist,Baroque Violinist

Organization/Artist Name: Artistic Director/Owner: ViolinoSchool of Music for gifted youth

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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Signature: GHolmes Contact Information Redacted Nov 11 '15 ip: 192.214.142.6

Name: Greg Holmes

Title: Owner

Organization/Artist Name: GHServices

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: SElliott Contact Information Redacted Nov 11 '15 ip: 109.73.15.148

Name: Steve Elliott

Title: Producer

Organization/Artist Name: Acoustic Guitar Workshop

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 11 '15 ip: 209.151.141.152

Name: George Baumann

Title: Percussionist/Saxophonist/Arranger/Composer

Organization/Artist Name: George Baumann

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Sharie Atley Contact Information Redacted Nov 10 '15 ip: 108.180.238.195

Name: Sharie Atley

Title: Piano Teacher

Organization/Artist Name: Chilliwack Academy of Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Barry McVicker

Signature: Contact Information Redacted Nov 11 '15 ip: 208.114.153.116

Name: Barry McVicker

Title: owner

Organization/Artist Name: Cedar Valley Studios

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Beryl Macleod Contact Information Redacted Nov 11 '15 ip: 173.32.235.105

Name: Beryl Macleod

Title: Executive Director

Organization/Artist Name: Toronto Youth Wind Orchestra

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 11 '15 ip: 24.77.21.205

Name: Deborah Judith

Title: Ms.

Organization/Artist Name: Piano Artistry and Instruction

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 11 '15 ip: 99.225.161.213

Name: Arnold Faber

Title: Musician/Composer

Organization/Artist Name: Arnold Faber

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Deborah Wood Contact Information Redacted , Nov 11 '15 ip: 45.78.161.83

Name: Deborah Wood

Title: Owner / operator

Organization/Artist Name: Deborah Wood Publicity

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Jeff Campbell Contact Information Redacted Nov 11 '15 ip: 216.110.252.150

Name: Donald Jeffrey Campbell

Title: Singer/Songwriter

Organization/Artist Name: Jeff Campbell / The Mainlanders

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 11 '15 ip: 71.7.217.150

Name: Allister Bennett

Title: Musician, Producer, Arranger, Private Instructor

Organization/Artist Name: Albent Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 66.203.180.104

Name: Linda Carrigan

Title: Publisher

Organization/Artist Name: Moon Ghost Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted , Nov 11 '15 ip: 205.206.199.72

Name: Jenn Beaupre

Title: Singer/songwriter/voice coach

Organization/Artist Name: Jenn Beaupre

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eric Claybourne Contact Information Redacted Nov 11 '15 ip: 99.252.130.2

Name: eric claybourne

Title: emcee

Organization/Artist Name: ceeb dread

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: jerry m nolan Contact Information Redacted Nov 11 '15 ip: 64.131.35.132

Name: jerry m nolan

Title: retiree

Organization/Artist Name: citizen

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 10 '15 ip: 70.67.252.62

Name: Ron Nielson

Title: singer

Organization/Artist Name: Honky Tonk Habit

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 11 '15 ip: 24.235.195.189

Name: Joseph Gomez

Title: Musician

Organization/Artist Name: Joseph Gomez

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Gaetan Blais Contact Information Redacted Nov 11 '15 ip: 216.113.111.142

Name: gaetan blais

Title: musicien

Organization/Artist Name: Gaëtan Blais

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Justin Mcgurk Contact Information Redacted Nov 11 '15 ip: 86.170.160.131

Name: Justin McGurk

Title: Mr

Organization/Artist Name: Justin McGurk & The Boogie Men

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Redacted , Nov 11 '15 ip: 64.231.103.65

Name: Robert Nix

Title: Musician

Organization/Artist Name: Robert Nix

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: Contact Information Rec Nov 11 '15 ip: 50.150.79.158

Name: Benjamin Reyes

Title: Musician, Producer

Organization/Artist Name: B Jam N Productions

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Nate Gerber Contact Information Redacted Nov 12 '15 ip: 209.197.142.173

Name: Nate Gerber

Title: Singer/Composer/Producer

Organization/Artist Name: Nate Gerber

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Signature: Nathan Melanson Contact Information Redacted Nov 6 '15 ip: 173.162.241.217

Name: Nathan Melanson

Title: Mr.

Organization/Artist Name: OperationMayhem

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Melinda Vieira

Signature: Contact Information Redacted Nov 12 '15 ip: 207.195.1.6

Name: Melinda Vieira

Title: Music Therapist

Organization/Artist Name: Regina Qu'Appelle Health Region

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Alan Jarvis Contact Information Redacted Nov 12 '15 ip: 99.225.43.134

Name: Alan Jarvis

Title: Owner

Organization/Artist Name: Alan Jarvis - Squishy Music Recording Studio

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Colleen M. Branson Contact Information Redacted Nov 12 '15 ip: 162.156.153.171

Name: Colleen Marion Branson

Title: Teacher

Organization/Artist Name: ColleenBransonPiano.mymusicstaff.com

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Katya Pine Contact Information Redacted Nov 12 '15 ip: 206.116.70.34

Name: Katya Pine

Title: Composer

Organization/Artist Name: Pine Productions

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Signature: Mike Campbell Contact Information Redacted , Nov 13 '15 ip: 24.222.114.66

Name: Mike Campbell

Title: Musician/producer

Organization/Artist Name: Mike Campbell

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Joseph Benoit Contact Information Redacted Nov 10 '15 ip: 69.165.133.228

Name: Joseph Benoit

Title: auteur-compositeur-interprète

Organization/Artist Name: awi

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Michael S. Hogan Contact Information Redacted Nov 12 '15 ip: 75.69.255.171

Name: Michael S.Hogan

Title: Artist,Player of all sorts of instruments,why limit yourself!

Organization/Artist Name: Michael S. Hogan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 15 '15 ip: 142.134.224.145

Name: C O'Hara

Title: President

Organization/Artist Name: Reel Time Recorders

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted , Nov 16 '15 ip: 207.195.1.6

Name: Amanda Schenstead

Title: Music Therapist

Organization/Artist Name: Regina Qu'Appelle Health Region

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

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Signature: Contact Information Redacted , Nov 16 '15 ip: 174.119.128.37

Name: Anna Andranov

Title: CEO label owner and recording artist

Organization/Artist Name: Anastasia A (AnastasisiaAmusic)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Terrelle Davis Contact Information Redacted Nov 17 '15 ip: 172.56.21.50

Name: Terrelle Davis

Title: Terrelle Davis

Organization/Artist Name: Terrelle Davis

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

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Theo Lawrence

Signature: Contact Information Redacted Nov 17 '15 ip: 209.2.60.95

Name: Theo Lawewnce

Title: Mr. President CEO Manager Recording Artists

Organization/Artist Name: MAC TL PRODUCTIONS LLC/THEO LAWRENCE

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 17 '15 ip: 24.114.55.223

Name: Andrew Scinto

Title: Mr.

Organization/Artist Name: Churchill Public School

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: RON BYRON Contact Information Redacted Nov 14 '15 ip: 154.5.102.120

Name: RON BYRON

Title: OWNER/PRODUCER/MUSICIAN

Organization/Artist Name: INFINITE CLOUD MUSIC

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Adam Christie

Signature: Contact Information Redacted Nov 20 '15 ip: 87.236.134.47

Name: Adam Christie

Title: Mr

Organization/Artist Name: Dirty Fire Project

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature: Contact Information Redacted Nov 20 '15 ip: 74.73.51.0

Name: Jeremy Lloyd

Title: Artist/Producer/Songwriter

Organization/Artist Name: Marian Hill

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature: Contact Information Redacted Nov 20 '15 ip: 66.104.65.35

Name: David Silverman

Title: Musician

Organization/Artist Name: Marvin's Son

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 21 '15 ip: 68.5.170.125

Name: Holly Winn

Title: Founder of Vortex E.G.

Organization/Artist Name: Vortex E.G.

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 14 '15 ip: 118.92.56.198

Name: Neill Grant

Title: Director

Organization/Artist Name: CaN Productions Ltd

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Contact Information Redacted Nov 14 '15 ip: 174.49.60.223

Name: Steven Demetrious

Title: Artist, Songwriter, Producer

Organization/Artist Name: Steve Rivers

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application[1]

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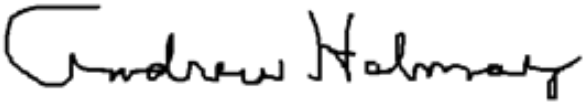

Signature: Contact Information Redacted Nov 15 '15 ip: 174.116.233.179

Name: Andrew Halmay

Title: President

Organization/Artist Name: Veni Vici Entertainment Inc., & Tibor Music Publishing

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Signature: Harvey Kogen Contact Information Redacted Nov 15 '15 ip: 173.32.100.137

Name: Harvey Kogen

Title: musician

Organization/Artist Name: AFofM, Toronto Musicians Association

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic's .MUSIC community-based application. Furthermore, this Letter also "reject[s] the notion that there is no music community," a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Bill Zufelt IMTA

Signature: Contact Information Redacted , Nov 15 '15 ip: 99.233.180.186

Name: Bill Zufelt

Title: Director

Organization/Artist Name: Sherway Music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[7] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is "clearly defined" and that, solely on the basis of being "participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community," Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3

[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[15] http://music.us/board/

[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3

email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

January 25, 2016

Re: Over 100 new Support Letters for .MUSIC Community Application (ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit (EIU),

Attached are over 100 new, independently-verified Letters of Support for DotMusic Limited's multi-stakeholder .MUSIC community application[1] for Question 20f.[2] We request that this Letter is posted on ICANN's Correspondence page for the EIU and the Community Priority Evaluation (CPE) process.

Prior support letters filed before CPE already meet the maximum scoring CPE criteria of "*multiple institutions/organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed*"[3] (DotMusic is supported by organizations with members representing over 95% of global music consumed). DotMusic support letters submitted by thousands of relevant entities -- more than all of CPE applicants combined (e.g. the SPA and HOTEL community applications have met CPE criteria with vastly less support and less community-tailored policies) -- provide further evidence that DotMusic exceeds CPE criteria and should consistently also pass CPE.[4]

In conclusion, a multi-stakeholder community-model approach serves the common good, instills consumer trust and ensures mass industry adoption of .MUSIC that benefits both ICANN and the New gTLD Program. DotMusic looks forward to working with ICANN and community to ensure that the New gTLD Program meets its objectives, including driving adoption, increasing awareness and serving the public interest.

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic

Website: http://www.music.us
Email: Contact Information Redacted
Twitter: https://twitter.com/mus
Supporting Organizations: http://www.music.us/supporters
Board: http://www.music.us/board

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[1] See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
[2] For DotMusic support letters, See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392,
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-11jan16-en.pdf (120)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-22dec15-en.pdf (400+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-11dec15-en.pdf (125+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-23nov15-en.pdf (100),
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-09nov15-en.pdf, (400+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-31oct15-en.pdf (85+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-16sep15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-02sep15-en.pdf (30+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-17aug15-en.pdf (40+)
https://www.icann.org/en/system/files/correspondence/roussos-to-icann-eiu-12aug15-en.pdf (100+)
https://www.icann.org/en/system/files/correspondence/zamek-to-icann-eiu-01dec15-en.pdf (500)
[3] CPE Guidelines, https://newgtlds.icann.org/en/applicants/cpe/guidelines-27sep13-en.pdf, Pg.18
[4] DotMusic's music community definition of "delineated and organized logical alliance of communities…related to music" also meets the CPE criteria requiring a "delineated" and "organized" community that also matches the string's nexus.

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Alexis Smith Contact Information Redacted Jan 10 '16 ip: 66.219.236.173

Name: Alexis Smith

Organization/Artist Name/Self: Sirona'sLark

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 13 '16 ip: 87.1.226.65

Name: stefano zei

Organization/Artist Name/Self: steve zeus

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Clint Everett Contact Information Redacted Jan 13 '16 ip: 173.23.41.242

Name: Clint Everett

Organization/Artist Name/Self: Clint Everett

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 14 '16 ip: 174.59.59.39

Name: Taylor Sappe

Organization/Artist Name/Self: Taylor Sappe, Captain Blue Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Evan Oliver Contact Information Redacted Jan 14 '16 ip: 173.66.250.202

Name: Evan Oliver

Organization/Artist Name/Self: ITFLOATS

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Trevor Earl Bye Contact Information Redacted Jan 14 '16 ip: 68.144.124.187

Name: Trevor Earl Bye

Organization/Artist Name/Self: Earl Von Bye

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 16 '16 ip: 70.56.48.230

Name: Scotty Manzanares

Organization/Artist Name/Self: Blue Outermost Artists

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 17 '16 ip: 173.175.20.109

Name: Demetrick Ferguson

Organization/Artist Name/Self: The Bitcoin Podcast

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 17 '16 ip: 71.163.48.121

Name: Collin K Cusce

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Glen S Allan Contact Information Redacted Jan 16 '16 ip: 174.3.6.213

Name: Glen Allan

Organization/Artist Name/Self: PARADOX Collective

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Signature: Contact Information Redacted Jan 18 '16 ip: 82.171.193.33

Name: Mitchel Heijdel

Organization/Artist Name/Self: PalmMute

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 5.150.239.21

Name: Lars Johansson

Organization/Artist Name/Self: Interested party

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 86.43.88.97

Name: Orlaith Hurley

Organization/Artist Name/Self: Me

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 60.48.69.35

Name: Sheaden Quah

Organization/Artist Name/Self: Selangor Philharmonic Orchestra (Malaysia)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 77.241.229.246

Name: Stefan Koopmanschap

Organization/Artist Name/Self: Stefan Koopmanschap

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Lovric Lidija Contact Information Redacted Jan 19 '16 ip: 46.188.216.19

Name: Lidija Lovric

Organization/Artist Name/Self: Lidija Lovric

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: E. Rowan Contact Information Redacted Jan 19 '16 ip: 193.61.236.101

Name: Emily Rowan

Organization/Artist Name/Self: Flora Greysteel (band)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: vilgoser Contact Information Redacted Jan 19 '16 ip: 187.201.110.51

Name: Hugo Vilchis

Organization/Artist Name/Self: Vilgoser

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Louis Joseph Barcia Jr. Contact Information Redacted Jan 19 '16 ip: 67.242.185.44

Name: Louis Joseph Barcia

Organization/Artist Name/Self: Joseph Barcia

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 5.102.85.86

Name: Harvey Puttock

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 174.51.164.214

Name: Lauren A. Smith

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 86.167.40.40

Name: Kara Alicia Hardy

Organization/Artist Name/Self: Kara

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 164.39.89.204

Name: Eleanor Palmer

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 19 '16 ip: 72.92.93.102

Name: Ana von Hannover

Organization/Artist Name/Self: Self / Sappho.music

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: C Calnan Contact Information Redacted Jan 19 '16 ip: 104.172.196.111

Name: Chris Calnan

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Jan 19 '16 ip: 108.54.74.194

Name: Christina Corporon

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 69.251.153.208

Name: Jacob Adkins

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 19 '16 ip: 67.160.142.104

Name: Melissa Townsend

Organization/Artist Name/Self: Melissa Townsend

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[19] http://www.afilias.info/about-us

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Heather M. McGuirk Contact Information Redacted Jan 19 '16 ip: 71.235.163.118

Name: Heather M. McGuirk

Organization/Artist Name/Self: self

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Matthew Ulmen Contact Information Redacted Jan 19 '16 ip: 66.188.199.207

Name: Matthew Ulmen

Organization/Artist Name/Self: Raving Rendal

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 76.176.41.130

Name: Randy Zack

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Brad Harrigan Contact Information Redacted Jan 19 '16 ip: 64.25.158.140

Name: Brad Harrigan

Organization/Artist Name/Self: Brad Harrigan

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 84.13.218.83

Name: Anthony O'Brien

Organization/Artist Name/Self: Tony O'Brien

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 73.140.141.29

Name: Julia Caitlin Clark

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Emma L Hryniewicz Contact Information Redacted Jan 19 '16 ip: 76.28.59.236

Name: Emma Hryniewicz

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 189.217.128.83

Name: Alba Rosas Velázquez

Organization/Artist Name/Self: Alba Rosas

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Amanda Schweid Contact Information Redacted Jan 19 '16 ip: 172.56.34.251

Name: Amanda Schweid

Organization/Artist Name/Self: Student

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 71.174.128.52

Name: Elizabeth Meyer

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Kirsti Tichenor Contact Information Redacted Jan 19 '16 ip: 76.90.121.189

Name: Kirsti Tichenor

Organization/Artist Name/Self: The Swoon Society

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 19 '16 ip: 97.79.8.95

Name: Jennifer Parker

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Zamora Baldwin Contact Information Redacted , Jan 19 '16 ip: 131.252.57.55

Name: Zamora Baldwin

Organization/Artist Name/Self: Zamora Baldwin

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Betsy Hathaway Contact Information Redacted Jan 19 '16 ip: 69.32.128.19

Name: Betsy Hathaway

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 24.44.123.147

Name: James Nowack

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Haley Chilcote Contact Information Redacted Jan 19 '16 ip: 70.210.195.142

Name: Haley Chilcote

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 104.173.167.240

Name: Olga Nunes

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Frankova Contact Information Redacted Jan 19 '16 ip: 89.24.194.30

Name: Alzbeta Frankova

Organization/Artist Name/Self: Self

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Signature: Austin S. Contact Information Redacted Jan 20 '16 ip: 23.16.249.187

Name: Austin Simms

Organization/Artist Name/Self: self

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 19 '16 ip: 134.192.250.54

Name: Anne Muntuerto

Organization/Artist Name/Self: 22 Tango Records

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Jennifer Clarke Contact Information Redacted Jan 20 '16 ip: 67.249.222.27

Name: Jennifer Clarke.

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Anders Thunell Contact Information Redacted Jan 20 '16 ip: 90.141.226.46

Name: anders thunell

Organization/Artist Name/Self: Anders Thunell

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Jörg Schwarz Contact Information R Jan 19 '16 ip: 88.134.47.4

Name: Jörg Schwarz

Organization/Artist Name/Self: Jörg Schwarz

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: M.S.A. Daniels Contact Information Redacted Jan 20 '16 ip: 86.173.144.114

Name: Mark Daniels

Organization/Artist Name/Self: Mark Daniels

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 104.32.160.126

Name: Andrea Reynolds

Organization/Artist Name/Self: Andrea Delmerico

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Natali Jankovic Contact Information Redacted Jan 20 '16 ip: 70.92.141.211

Name: Natali Jankovic

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: S Morrison Contact Information Redacted Jan 20 '16 ip: 120.16.124.15

Name: Sophie Morrison

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Alexandros Mattei Contact Information Redacted Jan 20 '16 ip: 79.130.60.63

Name: Alexandros Mattei

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 73.53.123.216

Name: Alejandro Gomez

Organization/Artist Name/Self: The Loudest Introvert

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 166.170.220.233

Name: Alex Bissen

Organization/Artist Name/Self: IOSIS

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 24.161.104.84

Name: Debbie Tam

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 71.57.68.172

Name: Elizabeth Fiedler

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Tracy Wilson Contact Information Redacted Jan 20 '16 ip: 174.52.237.18

Name: Tracy Wilson

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 66.31.225.123

Name: Russell B. Grazier Jr.

Organization/Artist Name/Self: Self

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Annie Pizana Contact Information Redacted Jan 20 '16 ip: 71.236.4.206

Name: Annie Pizana

Organization/Artist Name/Self: Annie Pizana

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 207.255.43.211

Name: Stephanie Kazamek

Organization/Artist Name/Self: Self

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Signature: shingai thornton Contact Information Redacted Jan 20 '16 ip: 104.200.154.43

Name: shingai thornton

Organization/Artist Name/Self: shingai

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Judith Fanning Contact Information Redacted , Jan 20 '16 ip: 76.179.251.85

Name: Judith Fanning

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 136.227.164.90

Name: Kethry Warren

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 20 '16 ip: 60.234.91.15

Name: Keegan Walls

Organization/Artist Name/Self: Grim Limited

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 68.190.171.59

Name: Allie McDonald

Organization/Artist Name/Self: AliM

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Pamela Joy Crawford Contact Information Redacted Jan 20 '16 ip: 120.149.100.29

Name: Pamela Joy Crawford

Organization/Artist Name/Self: Pamela Joy

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: SLJ Contact Information Redacted , Jan 20 '16 ip: 168.150.104.124

Name: Sommer Johansen

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 21 '16 ip: 38.124.110.234

Name: Nathan Lamp

Organization/Artist Name/Self: Nathan Lamp

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: petra cook Contact Information Redacted Jan 21 '16 ip: 100.36.111.17

Name: petra cook

Organization/Artist Name/Self: Scars & Ashes

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 21 '16 ip: 50.181.217.104

Name: Bill Frisell

Organization/Artist Name/Self: Bill Frisell Friz-Tone Musoc

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 20 '16 ip: 1.124.49.53

Name: Jenny Cook

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Cesar Brinatti Contact Information Redacted Jan 21 '16 ip: 191.23.91.147

Name: Cesar Brinatti

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 21 '16 ip: 80.168.9.98

Name: Jamie Wise

Organization/Artist Name/Self: L'appel Du Vide

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 21 '16 ip: 86.164.39.180

Name: Justin bonnet

Organization/Artist Name/Self: Justin bonnet

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Rachael Kelly Contact Information Redacted , Jan 21 '16 ip: 93.191.36.195

Name: Rachael Kelly

Organization/Artist Name/Self: Rae Kelly

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Signature: Contact Information Redacted Jan 21 '16 ip: 78.149.7.186

Name: Jen WIlson

Organization/Artist Name/Self: JENJEN

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Re: Support for .MUSIC Community Application[1]

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Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 20 '16 ip: 73.16.143.154

Name: Michael Caldwell

Organization/Artist Name/Self: The Butler Pick

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Jan 20 '16 ip: 24.215.174.68

Name: Donalee Katz

Organization/Artist Name/Self: Self

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Signature: Contact Information Redacted Jan 21 '16 ip: 98.115.136.51

Name: Krystina Schuler

Organization/Artist Name/Self: Self

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 21 '16 ip: 75.74.234.193

Name: Ignacia Barrios

Organization/Artist Name/Self: Ignacia Barrios

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 21 '16 ip: 98.243.69.62

Name: Nicole Vesota-Johnson

Organization/Artist Name/Self: Strange Honey Valley

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted , Jan 21 '16 ip: 86.6.137.38

Name: Juliet heap

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Nick Barrett Contact Information Redacted Jan 21 '16 ip: 89.158.96.240

Name: Nicholas Barrett

Organization/Artist Name/Self: Music writer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Denise Conner Contact Information Redacted Jan 21 '16 ip: 166.170.30.120

Name: Denise Conner

Organization/Artist Name/Self: self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Fred Keepers Contact Information Redacted Jan 20 '16 ip: 70.123.203.155

Name: Fred Keepers

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Marquerite Stanbrough Contact Information Redacted , Jan 19 '16 ip: 71.231.37.127

Name: Marguetie Stanbrough

Organization/Artist Name/Self: Cile

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Stefano Perfili Contact Information Redacted , Jan 20 '16 ip: 203.206.182.136

Name: Stefano Perfili

Organization/Artist Name/Self: Stefano Perfili (/Yarra Mouth)

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

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[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Willie Davis, Jr. Contact Information Redacted Jan 21 '16 ip: 99.95.113.50

Name: Willie Davis, Jr.

Organization/Artist Name/Self: Williedoit

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 21 '16 ip: 107.150.94.6

Name: Ivor Thomas

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 22 '16 ip: 99.100.17.193

Name: Sean Fenner

Organization/Artist Name/Self: Self

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Charni Gray Contact Information Redacted Jan 22 '16 ip: 122.111.246.154

Name: Charni Gray

Organization/Artist Name/Self: Charni Gray

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: P Baylis Contact Information Redacted Jan 22 '16 ip: 82.33.24.114

Name: Peter Baylis

Organization/Artist Name/Self: Chilli Palmer

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

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[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Contact Information Redacted Jan 21 '16 ip: 104.56.161.18

Name: Sherry Sink

Organization/Artist Name/Self: Sherry Sink Web Design

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Mira Black Contact Information Redacted Jan 22 '16 ip: 70.75.12.18

Name: Mira Black

Organization/Artist Name/Self: Mira Black

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Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Christina Carrick Contact Information Redacted Jan 21 '16 ip: 70.78.2.18

Name: Christina Carrick

Organization/Artist Name/Self: Ultra Love Tribe

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

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Signature: Contact Information Redacted Jan 22 '16 ip: 91.125.241.129

Name: Mona

Organization/Artist Name/Self: Mona

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Signature: David McKinney Contact Information Redacted Jan 23 '16 ip: 50.132.101.82

Name: David McKinney

Organization/Artist Name/Self: David McKinney

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[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

[10] http://music.us/expert/letters

[11] According to Merriam-Webster dictionary, "substantial" is defined as "considerable in quantity: significantly great" (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or "being largely but not wholly that which is specified"). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined "substantial proportion" is "significantly more than the majority" (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS "music" subset codes (Every NAICS code is preceded by "music" to ensure the string matches the community defined and exclude entities without an association or essential relationship with "music" i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by "Musical groups and artists" category (NAICS code 711130) which alone considerably exceeds all the other delineated "music" NAICS subset codes (limited to only "music" entities) combined.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the "Nexus" criterion that requires that the string is commonly-known (i.e. known by most people[12]) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded "Yes."[13] In conclusion, a majority of the general public agreed that DotMusic's associated definition of the community addressed (i.e. "a logical alliance of communities of individuals, organizations and business that relate to music"[14]) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;[15]

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.[16] These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and email authentication verification process; a priority-based launch phase[17] for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC

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[12] http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
[13] Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
[17] Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), [18] a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO's to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,[19] the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments[20] that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

[18] See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

[19] http://www.afilias.info/about-us

[20] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392

Re: Support for .MUSIC Community Application[1]

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for the .MUSIC community application. The application meets the criteria to pass Community Priority Evaluation. This Letter also rejects the notion that there is no music community.

Signature: Malik MOrgan Contact Information Redacted Jan 23 '16 ip: 72.68.217.24

Name: Malik morgan

Organization/Artist Name/Self: Malik

[1] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110

Please accept this Letter of Support for DotMusic Limited's .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians' rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;[2]

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;[3]

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities *mainly* dedicated to the Community, such as the IFPI,[4] IAO, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.[5]

4. is the only .MUSIC applicant without a formal Community Objection filed against it;[6]

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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[2] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

[3] http://music.us/events

[4] For example, the IFPI is considered an organization *mainly* dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).

[5] http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

[6] A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. The opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. Pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. "has support from the majority of the recognized community member organizations."

6. commits to "use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment[7]…aligned with [its] community-based Purpose" and uphold its established Community definition of a "strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music" that "encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;"[8]

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and "conclusions that are compelling and defensible"[9] that prove beyond reasonable doubt, that DotMusic's community-based application for .MUSIC exceeds the CPE criteria for *Community Establishment*, *Nexus* and *Support*, agreeing that the defined community is accurate and matches the applied-for string;[10]

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching[11] or discrimination.

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[7] Membership may be invoked based on participation in the defined community (See prevailing .RADIO CPE. The EIU concluded that the .RADIO community is "clearly defined" and that they have an awareness and recognition of their inclusion in the industry community" solely on the basis of being "participants in this clearly defined industry Pg.2). A non-exhaustive list of membership criteria is allowed by the AGB, including: (i) "a logical alliance members based on categories that are solely community-related" i.e. in the case of music, they are music-related (See prevailing .HOTEL CPE. The EIU awarded full points for Community Establishment for a community definition that is comprised of "categories [that] are a logical alliance of members," Pg. 2); (ii) "self-identification" in a community e.g. identifying that they have a tie with the community (See prevailing .OSAKA CPE. The EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: "[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community," Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (See prevailing .ECO CPE. The EIU awarded full points for Community Establishment stating that "the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories," Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community's mission and purpose.

[8] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

[9] CPE Guidelines, Pg.22, and CPE Panel Process Document, http://newgtlds.icann.org/en/applicants/cpe/panel-process-07aug14-en.pdf, Pg.3

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
[14] https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
[15] http://music.us/board/
[16] https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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[19] http://www.afilias.info/about-us

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